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For Executives Who Buy

SHIPPING - HANDLING - WAREHOUSING - DISTRIBUTION
Services and Supplies

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Acceptance under the Act of June 5, 1934, at New York.
 New York, authorized February 8, 1939.

THIS AMAZING
 LIFETIME MOTHPROOF
**PAYS YOU EXTRA PROFITS
 AT NO EXTRA OVERHEAD**



Increase profits. Add customers.
 Secure more business from your present
 customers. All without extra overhead.

You can easily do so with a Berlou
 department. Berlou, the one-time life-
 time mothproof, has proved that by
 making money for 4,624 other dealers
 throughout the country. Berlou has
 been in use for over eight years and has
 given 100% satisfaction.

A Berlou department is a natural
 branch of your business. All you need
 to start one is a drum of Berlou and a
 spray gun. Costs surprisingly modest.
 Easy to apply. Sold with a *guarantee*
 to prevent moth damage for ten years.
 Ask about the new Moth Detector dem-
 onstration unit that is astonishingly
 effective in building sales.

FREE advertising campaign brings
 customers to you.

MAIL COUPON TODAY!

Berlou Manufacturing Company
 Marion, Ohio

Coupon: Dept. B,
 Berlou Manufacturing Company,
 Marion, Ohio

Gentlemen:

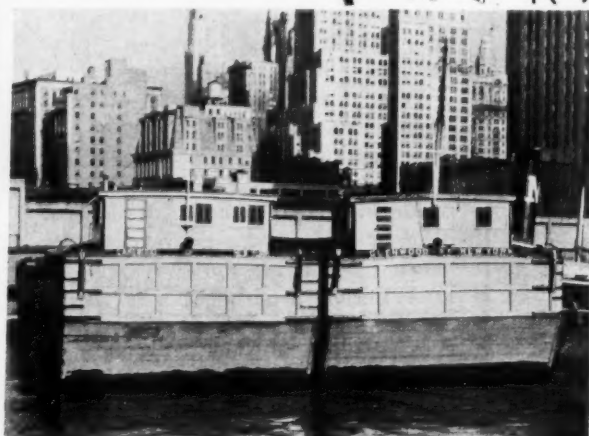
Without obligation on my part, please send me
 complete information about BERLOU.

NAME

ADDRESS

ON this map are shown in red the routes on which McLain Lines operate, and in black, the steamship lines to which transshipment may be made for Great Lakes ports.

Below: Two McLain barges at a New York pier.



*"Serving on Eastern
American Waterways
Since 1859"*

"The McLain Lines"

THERE'S value to the shipper in The McLain Lines' long service on eastern American waterways. Established in 1859, in Pennsylvania, and in 1887 in New York, McLain Lines have built an experienced, loyal personnel whose year in and year out employment has taught them how to really serve the firm's customers. We can with justifiable pride make the statement that "Our Men Know Their Jobs."

More than 100 McLain modern barges are satisfactorily serving on these eastern waterways carrying bulk and packaged commodities, economically and promptly to and from all ports. The 80 year record of successful operation, coupled with forward looking management of today, warrants your consideration of this efficient, economical means of cargo transportation.

THE MCLAIN LINES

441 Ohio St., Buffalo, N. Y.

17 BATTERY PLACE, NEW YORK

Adgers Wharf, Charleston, S. C.

The Editor's Page

The 1939 Navigation Season

THIS issue of *DandW* ushers in the opening of the shipping season on the New York State Barge Canal, Great Lakes, and Illinois River (Chicago to St. Louis), with the Upper Mississippi River to Minneapolis and St. Paul, and the Missouri to Kansas City services to follow shortly. The Ohio and Mississippi River services, of course, are available throughout the entire year.

Advance reports indicate a larger percentage of equipment on the Barge Canal and Lakes, of ore, grain, coal and package freight carriers, will be in operation at the beginning of the season than in 1938.

New business not heretofore carried by water lines is being booked well in advance for 1939. Many shippers are taking advantage of freight savings resulting from these services.

New transportation lines, with spick-and-span modern equipment right out of the shipyards, are ready for operation with long term contracts with the shippers, and more in the making.

Direct Great Lakes to Europe lines have increased in number and new vessels have been constructed during the Fall and Winter to handle their business which has multiplied each season.

Privately owned industrial fleets are growing in number, and fleets have been improved and enlarged.

The season starts with bright prospects and all indications of an extra heavy tonnage year, with a better feeling prevailing among owners, crews and labor generally, and the shipper getting a break in transportation costs.

Greetings to everyone connected with business on the greatest inland waterways in the World, serving the greatest industrial centers in the World, located in the best Country in the World—The United States of America. We wish a prosperous season to all hands.

Elsewhere in this issue will be found a mileage chart of navigable inland waterways and another showing the distances between points on the Great Lakes. Our front cover illustration is reprinted by courtesy of the Chicago Regional Port Commission.

Labeling Revision

A GENERAL revision of labeling and some changes in packaging of foods, drugs and cosmetics will be required when the revised Wiley Act becomes effective June 25, but the opinion is that it will mean little to warehousemen.

The reason for this is found in the fact that distributors of commodities covered by the food-drug-cosmetic act as a rule use their own storage facilities and if large quantities of improperly labeled goods are on hand when the law goes into effect, the bulk will be found in private warehouses.

It is undoubtedly true that many operators will be asked to do some labeling, and some may be called upon for extensive service of stored goods, say merchandising experts. Officials of the Food and Drug Administration agree that this may be so; but they

have no interest in who performs the job of bringing packages into compliance so long as the job is done. Since the warehouseman is only a handler, he has no liability under the Act for goods delivered to him for storage, unless there can be read into the legal terminology a requirement that he furnish information as to the source of mislabeled goods when called upon to do so.

A good working knowledge of the law's requirements is essential to any warehousing company which intends to hold itself out as prepared to re-label or re-pack for clients. Should the revised label be illegal (and the Food and Drug Administration is not yet ready to pass on specimens in advance of their use), the storage operator might find himself charged as a principal in the violation.

The Federal Trade Commission is the enforcement agency in this particular. That Commission recently ruled that the "middleman" in the placement of newspaper copy—the advertising agent—is the guarantor of truth in advertisements handled. In other words, the agent must not accept as true all statements which the client desires incorporated in his paid copy. If the agency does so and misstatement is found, a violation arises out of the fact of dissemination. Following that analogy, it is not difficult to imagine a warehouseman held responsible for false labeling even though he performed only the mechanical task of pasting markers furnished him by his client.

Producers of foods, drugs and cosmetics have complained that insufficient time has been allowed them to revise and apply labels. Extension has been asked, but is not likely to be granted. The result may be some warehoused goods having labels, or packages which do not comply with the law. The best available opinion is that no liability attaches to holding, even delivering, such packages; provided, again, the storage space operator does not defy the government's order to disclose ownership.

Factories on the Move

NEVER in the U. S. history have there been as many relocations of industrial plants as in the last 5 yrs. In fact, the movement has just started, in the opinion of many industrial heads.

Changing of selling plans, higher transportation costs, new and closer supplies of raw material as well as the labor situation, will bring about drastic rebuilding of industries in states, cities and towns with favorable tax rates throughout the country.

Our "Factories on the Move" column is attracting nationwide attention of officials responsible for securing new industries to the extent that many are considering using *DandW* with its outstanding industrial and shipping class of readers to appeal for consideration.

On the other hand, there are others, particularly political subdivisions, such as port districts, that are literally "broke" insofar as advertising considerations

are concerned. Just why such ports put millions of dollars into dredging and building of wharves, sheds, etc., and then sit down and wait for business to come to them is more than can be figured out.

In many places in the South great strides have been made in securing various industries. The State of Pennsylvania likewise is making a national campaign to return within its borders many plants that have moved. Cleveland recently had a celebration on its securing over 100 new plants in 1938. Toledo recently gave a good will banquet to its traveling salesmen who were hired to talk up the desirability of that city for new factories or industries. Rochester, N. Y., now has its Chamber of Commerce working on plans for newcomers industrially to establish their plants there. New England is remodeling and cutting up into desirable smaller units, large factory space which no single concern can use in its entirety. In New York City with the expiration of many 10-yr. leases made in 1929, it is expected that manufacturers will be seeking less expensive centers for the operation of their business.

DandW offers its services through its personnel and its columns to further promote the interest of municipalities that are looking for new or relocated business.

Taxes

THE very moment a baby is born these days he, or she, owes \$432.65 as his or her, proportionate share of the debt already incurred by federal, state, and local governments. As a matter of fact, that is the debt which all of us individually now owe, as taxpayers. In 1929 the per capita debt was \$277.23. Of this amount about half, or \$139.32, was owed by the federal government, and the other half, or \$137.91 by state and local agencies. Since 1929, however, the per capita debt has risen to \$432.65, of which the federal portion is \$285.43, more than double, while the state and local agencies have increased their figure by less than \$10, or from \$137.91 to \$147.22.

In recent years as government revenues have increased, expenditures have gone up and the debt has continued to grow, despite bigger tax collections than ever before in our history. Such increases must stop.

American business, earning a fraction of the income produced in 1929, is now paying nearly twice as large a total of taxes. In 1929, with business at record-breaking levels, the taxes amounted to \$1,235,733,000. In 1939, with business not so good, the taxes collected by the U. S. Treasury will amount to \$2,124,175,000. This sharp increase is accounted for by the tax on payrolls levied to support systems of old age insurance and unemployment insurance.

Corporation income taxes 10 yrs. ago produced a revenue of \$1,235,733,000. Present income taxes are producing an estimated \$926,000,000, or more than \$300,000,000 less than they produced back in 1929. Since then, however, payroll taxes have been added and today such imposts are yielding an estimated \$1,198,175,000, or about \$272,000,000 more than all of the corporation income taxes are netting.

As a result of the additional payroll taxes, the burden of American business is nearly \$1,000,000,000 larger than the load carried in the last boom year. Were this increase confined only to those companies that could afford paying same, there might be a different story, but it hits thousands of employers least able to pay and thus penalizes them at a time when plant improvement and new workers could be added, or wages increased.

In Case of War Many Plants Would Have to Move

THE army officials are asking the airplane manufacturers and others that would be called on to make arms, etc., to get their plants away from the coasts

Convention Dates

April 12-13—2nd Annual Conference at New York City, Hotel Commodore, of American Management Assn. Industrial and Marketing Problems to be discussed.

May 1-4—27th Annual Convention at Washington, D. C. of Chamber of Commerce of the United States.

May 8-9—Midyear Meeting, Associated Grocery Manufacturers of America, The Greenbrier, White Sulphur Springs, W. Va.

May 19-20—Spring Session, American Marketing Assn., Medinah Club, Chicago.

June 15-17—20th Annual Convention at Winnipeg, of Canadian Storage & Transfermen's Assn.

June 26-28—Annual convention, Associated Traffic Clubs of America, Palace Hotel, San Francisco.

July 28-Aug. 7—Seventh World's Poultry Congress, Cleveland, Ohio.

and to move them inside the mountain chains for safety in case of war.

The army has selected 10,000 American manufacturing plants "where munitions will be made whenever the necessity arises." It is stated that the airplane and engine manufacturers who form 90 per cent of the country's productive sources in those fields now had their plants in places that would be exposed to destruction in coastal air raids in time of war. They have been asked to follow the general headquarters air force inland. The War Dept. chose Scott Field at Belleville, Ill., as the headquarters for the GHQ air force for no other than strategic reasons. Illinois consequently would be a good state for airplane builders.

Of the 10,000 plants, 1,546 are in an area that would be administered from a Chicago headquarters. It is said that 780 of the plants are in Illinois, 279 in Wisconsin, 216 in Michigan and 85 in Indiana.

South Carolina Makes History in Adoption of Mozingo Bill

South Carolina has become the first state to secure legislative action on the question of establishing educational standards and safeguards for the profession of traffic management. Its legislature has adopted a concurrent resolution offered by Senator James P. Mozingo, III, of Darlington, which provides for the appointment of a research committee which will hold hearings and obtain data to determine what shall be done in that state to elevate traffic management as a profession.

The committee will be known as the Research Commission, Profession of Traffic Managers and Freight Rate Men. It will be composed of six men, two from either the local division or general offices of the rail carriers, who have had at least 15 yrs. of practical work and experience in freight rates; two commercial traffic managers who have distinguished themselves in their field of endeavor, and two from the motor truck industry whose experience and accomplishments enable them to render valuable service to the research commission. These men are to serve without compensation from the State and will report findings and recommendations to the Governor within 1 yr. after appointment by him. The Governor in turn will submit the report to the legislature.

Full particulars of the South Carolina bill will be found on pages 15 and 16 of the February issue of *DandW*.

Due credit must be paid not only to Senator Mozingo but H. A. Manning of Hartsville for their fine work in making this bill possible and for its passage.

U. S. Chamber's Annual Meeting at Washington, May 1-4

Getting private business enterprise under full headway will be the general objective of the 27th annual meeting of the Chamber of Commerce of the United States, which will be held in Washington, May 1-4. In many respects it is the most important business meeting of its kind to be held in many years—not only because it affords opportunity for arriving at a business consensus on problems of national concern at the moment, but also because every industry and every individual business enterprise has a direct and vital interest in their solution.

What part has government policy played in causing the halting of private business enterprise and other important questions will be discussed at the meeting. Some of the topics are: Thrift in Government, the necessity of curtailing public expenditures; Traffic and Trade, the part of transportation in recovery; Stepping Up Distribution, expanding markets; Tax Brakes on Industry and Employment; Labor and Management in Double Harness; Tools for Industry, the need of capital goods; and Purchasing Power, the wage of production.

Dr. Maguite to Cover News from the Orient for DandW

Jacques C. Maguite, O.S.D., is on his way to the Orient, where he will secure for *DandW* first hand news on raw materials, shipping and warehousing conditions as far inland as Chungking. His itinerary includes Japan, the Philippines, Indo-China, Malaya, Dutch East Indies and Burma, where he will make a thorough study of conditions.

Dr. Maguite was born in Mongolia and was employed as advisor to the Chinese Government for 12½ yrs. He speaks many Oriental languages and has exceptional knowledge of the Far Eastern markets.

His series of articles in *DandW* will start in the June issue. They will reveal vital on-the-spot data of interest to not only industrialists interested in that section of the world as a market but to those also who depend materially on products that must be secured there.

Dr. Maguite recently achieved at Harvard University the degree of Doctor of Oriental Sciences, a degree rarely conferred.

Texas Proposes State Licensing of Warehouse Owners

Operators of warehouses would be required to obtain a license from the State of Texas Commissioner of Agriculture, and to operate under strict regulations promulgated by the commissioner, in a bill recently introduced by Rep. A. B. Tarwater of Plainview. His measure, House Bill No. 397, would exempt warehouses which are now operating under the U. S. Warehouse Act.

State bond for warehousemen would run from \$5,000 to \$100,000 on a scale of \$5,000 for each 500,000 gross sq. ft. or fraction thereof. For grain warehouses the bond would be based on 5 cents per bushel of the maximum capacity of the warehouse.

The act provides for a director and examiners, one examiner for each 100 warehouses. Examination fees would be from \$5 to \$50.

Suits to recover on the bond would be tried in the county where the warehouse is located, or brought by the attorney general in Travis County. Penalty for operating a warehouse without a license would be a fine from \$1 to \$1,000, a jail sentence of not more than 6 mos., or both.

Aid to S. I. Foreign Trade Zone Opposed by N. Y. Board of Trade

The New York Board of Trade recently adopted a series of resolutions opposing both further appropriations by New York City for the foreign trade zone at Staten Island, and the empowering of Congress to legislate interterritorial freight rates.

In opposing further appropriations for the foreign trade zone, the resolution stated that according to information received by the board, "contrary to the purposes for which it was created, and contrary to the intent of the law, the zone is being used principally for the commercial storage of merchandise formerly stored in privately-owned storage warehouses in the City of New York and at rates, which, in addition to being destructive to private taxpaying business, fall far short of meeting the city's true out-of-pocket costs."

In other words, it points out that the zone is being operated as "a subsidized commercial warehouse," and for 2 yrs. has been a serious drain upon the taxpayers without accomplishing the purpose for which it was intended.

The board opposed the plan to issue \$389,500 of securities of the City of New York, which together with \$1,249,000 of W. P. A. funds, would be used to build additional facilities in the zone.

In opposing Congressional action on interterritorial freight rates, the resolution said that the Interstate Commerce Commission was studying the proposal and held that such freight rates should be "decided by an impartial and non-political tribunal, composed of members fitted by training and experience to decide such questions upon their merits and apart from political considerations."

Williamson Leaves Distribution Service, Inc.

Fred M. Williamson has resigned as eastern manager of Distribution Service, Inc. and it is understood that he will head a new organization for the solicitation of warehousing and transportation business.

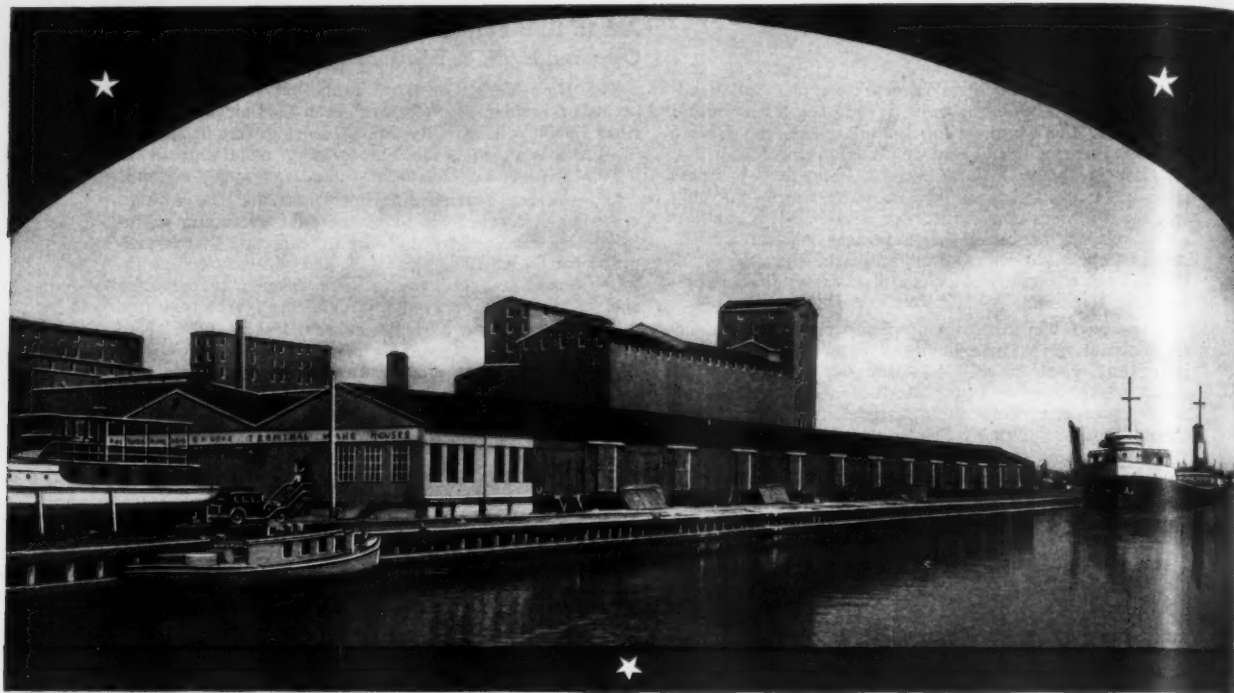
Mr. Williamson has been affiliated with Distribution



F. M. WILLIAMSON

Service, Inc. for 11 yrs. Prior to this he was a member of the traffic department of the Borden Company and also served many years with the Erie Railroad.

Until such time as his plans are more definitely settled and an office established, Mr. Williamson's business address will be 11 Stone St., N. Y. C.



Ship Ahoy!

Bound for the Crooks Terminal Warehouse Docks, 103rd Street & Calumet River or
Navy Pier—CHICAGO

Largest vessels reach our docks under their own power.

Our South Chicago Docks (103rd. St. and Calumet River) are served by the Belt Ry. of Chicago — Private switch track of over 80 cars capacity. The most efficient equipment to handle any type of cargo facilitating prompt discharge.

Our Navy Pier Dock is in the downtown section of Chicago and especially well adapted for serving industries in the downtown area.

Economical connections are made with our inland warehouses, located at:

417-433 W. Harrison St.,

2704-44 W. 35th. St.,

429-449 W. 14th. Place,

5801-5967 W. 65th. St.

CROOKS TERMINAL WAREHOUSES, Inc.

Chicago—103 W. Harrison St. New York Office—22 Madison Ave. Kansas City—1104 Union Ave.

San Francisco—1000 Market St. Los Angeles—1207 E. Chicago Blvd. San Antonio—1000 E. Commerce St.

THE HANDWRITING ON THE WATER

Transportation Over the Navigable Waterways of the United States This Year Will Be Greater Than Ever. Many New Products Coming Direct to Great Lake Ports. New Barge Lines Established and Industry Is Locating Its Plants on Our Inland Waterways to Secure Low Cost Distribution and to Reduce Cost of Assembling Raw Materials

NEVER in the history of the United States has the population been more water-minded than at present. Individuals and industrialists are interested—the big Naval program, governmental and private construction of freighters for world business, inland motorships, river barges in large numbers, yachts, cabin cruisers, sail boats, canoes, or the newly invented 9-lb. under-your-arm size motor that kicks along a boat load of five passengers 50 miles on one gallon of gas with no smell, no noise, and no put-put-put. Even the kiddies have their twisted rubberband power-plant whirling the propellor on their little motor boats. What proud parent hasn't admired and butted in to help navigate the miniature sailing ships on any park wading pool or lake most everywhere?

The United States extends North to South 1,598 miles; East to West 2,807 miles. The Canadian boundary is 3,987 miles; Mexican 2,013 miles; total coast line 11,936 miles divided: Atlantic Coast 5,565 miles; Pacific 2,730; and Gulf of Mexico 3,641 miles.

Within this area are 260,000 miles or more of railroads and 25,000 miles of navigable waterways including principally the Great Lakes, Mississippi, Missouri, Ohio, Delaware, and Hudson Rivers. Over these avenues of transportation passes a flood of internal commerce greater than the internal commerce of France, Germany and the United Kingdom together, and equal in value to the combined imports and exports of all the countries of the world—and we are just starting to use our natural God-given man-improved longest and finest rivers and lakes in the world, over a free right of way open to all the people.

Our forefathers, who first traveled by water, picked the locations for many of our cities. The following are twenty-five of the largest American cities with their population census of 1930:

	Population	Rank
New York, N. Y.	6,930,446	1
Chicago, Ill.	3,376,438	2
Philadelphia, Pa.	1,950,961	3
Detroit, Mich.	1,568,662	4
Los Angeles, Cal.	1,238,048	5
Cleveland, O.	900,429	6
St. Louis, Mo.	821,960	7
Baltimore, Md.	804,874	8
Boston, Mass.	781,188	9
Pittsburgh, Pa.	669,817	10
San Francisco, Cal.	634,394	11
Milwaukee, Wis.	578,249	12
Buffalo, N. Y.	573,076	13
Washington, D. C.	486,869	14
Minneapolis, Minn.	464,356	15
New Orleans, La.	458,762	16
Cincinnati, O.	451,160	17
Newark, N. J.	442,337	18
Kansas City, Mo.	399,746	19
Seattle, Wash.	365,583	20
Indianapolis, Ind.	364,161	21
Rochester, N. Y.	328,132	22
Jersey City, N. J.	316,715	23
Louisville, Ky.	307,745	24
Portland, Ore.	301,815	25

Every one of these cities is on navigable water except Indianapolis, Ind., which bears the unusual distinction of being the largest city in the world NOT on navigable water but which benefits by its Ohio River and Lake Michigan shores not far distant.

If one should rearrange these cities in regard to their respective water locations, leaving out Washington (not an industrial city in the minds of many), he would find them quite evenly divided: Atlantic Coast 6; Great Lakes, 6; Rivers, 7; Pacific Coast, 4; with the population totals in the same order.

The Great Lakes within its borders alone handles the largest ships and tonnage consisting of ore, coal and grain. Ore down, and coal up; grain in either direction, depending on world crop and economic conditions, but usually from the Canadian Northwest and grain producing States west of Chicago. Both Montreal and New York benefit—Montreal having the preference with superb facilities for grain handling and elevator storage. The New York gateway, Hudson River-New York State Barge Canal, provides heavy tonnage to the Lakes as does Montreal, usually interchanging from ocean carriers to Lake grain-carriers returning to the Upper Lakes.

Many new commodities are coming through these ports, some by

direct steamers (all new ships) now operating on regular scheduled voyages, serving Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and Rochester, from London, Liverpool, Oslo, Rotterdam, Antwerp.

A Cuba-Great Lakes direct service without transfer of cargo enroute is a possibility this year via New York, the State Barge Canal and Oswego, and also via Montreal into Lake Michigan. New sugar refining plants are under construction in Chicago and Milwaukee that will require substantial tonnage of raw sugar, either Cuban or Philippine. This commodity will be the basis of one leg of the voyage of these new services which may include the heavy tonnage of Cuban Refined sugars that reach the cities of the Lakes.

Reaching Chicago on this mythical trip, we find the latest report of the Chicago Regional Port Commission, condensed in the 1939 (6th edition) Interstate Port Hand Book just off the press (it's worth sending for), full of information on new commodities and new high figures on waterborne tonnage for the 5-yr. record.

1933	15,121,327
1934	17,470,398
1935	22,714,258
1936	31,260,823
1937	36,291,946
(Average—24,571,748)	

An increasing consistent and substantial growth, proving the advantages of water transportation.

New barge lines make their appearance with Chicago as headquarters. One, the Central Barge Line, recently ordering eighty new barges and accompanying tugs, as contract carriers operating on the Illinois, Mississippi and Ohio Rivers. Another, the John I. Hay Co., contract barge line, operating from St. Louis and Illinois River points to Chicago with through contract service on bulk cargo between Chicago and Memphis, New Orleans, Port Arthur, Beaumont and Houston. A third, the Barry Barge Line, Chicago-St. Louis and intermediate points on contract basis.

Garland Steamship Co., long established lake contract carrier, offers service in connection with transshipment between river barge lines and Lake ports in addition to its regular routes.

The Federal Barge Lines (U. S. Government-owned and operated) have regular scheduled twice-a-week tows between Chicago and New Orleans via the Illinois River and St. Louis, connecting with Mobile, Birmingham, Memphis and Cairo. Other services of this line are between Chicago and Kansas City (Missouri River), Chicago and Minneapolis, St. Paul, Dubuque, Rock Island on Upper Mississippi River.

The Ohio River-Mississippi service is operated by:

1. Mississippi Valley Barge Line, Cincinnati to New Orleans, via Louisville, Evansville, St. Louis and Memphis.

2. American Barge Lines, Pittsburgh-New Orleans and principal city calls.

3. Union Barge Line, Pittsburgh, Memphis to New Orleans, through service. Package freight barge service between Ohio River points.

Private operators and industrial concerns, carrying their own materials, are increasing their fleets for bulk and liquid cargoes.

Interesting developments on the Upper Missouri may change the flow of transcontinental traffic, and consideration must be given the possibilities of traffic between Kansas City in the west and Pittsburgh in the east. Those cities are potential important ports.

Industrial Activity

Ol' Man River is the salesman who is bringing new industrial activity to the Mississippi Basin. Harnessed for modern transportation needs, he offers low cost distribution for the products of factories, and is helping reduce the cost of assembling raw materials.

Industry is moving to the waterways. All up and down the Mississippi River and its tributaries new industries are developing and national manufacturers are locating new manufacturing and distributing units.

Ever since the Panama Canal was completed, joining the Atlantic and Pacific coasts by a low cost all-water route, the interior has suffered a serious freight rate handicap in competing with industries located on or adjacent to tide water. The manufacturer on the Atlantic or Pacific seaboard could ship to the opposite coast by water cheaper than his interior competitor could ship by rail to either coast. The economies of low cost

inland water transportation is helping lift this handicap.

It is recognition of the value of the waterways, plus the strategic position of the Valley as a distribution center and because it is the center of most of the nation's raw materials, that is causing new industry to locate there. And most significant of all is that the trend to the waterways is only beginning.

How important this trend is can best be illustrated by specific examples. Low cost inland waterway transportation was one of the principal factors in the decision of Henry Ford to locate one of the Ford Motor Co.'s largest assembly plants in the St. Louis area.

Work has already begun on the new plant on a 374 acre property in St. Louis County near the mouth of the Meramec River. When it is completed it will provide employment for from 4,000 to 4,500 men and will be capable of turning out 900 cars a day. The present plant in St. Louis employs less than 1,000 men and has a maximum capacity of 185 automobiles a day.

The plans for the plant include a direct waterway connection with the Mississippi, so that raw materials and parts manufactured in the company's other plants may be shipped by water into the very plant itself, and automobiles may be loaded at the plant on barges for shipment up and down the river.

The waterways have aided in bringing and keeping many other industries in St. Louis. The development of the steel industry in the St. Louis metropolitan area is predicated in a large measure on the effect of water transportation on moving iron ore to St. Louis. The increasing use of the waterways for the transportation of petroleum and its products is helping make the St. Louis industrial district a center for the refining and distribution of gasoline.

St. Louis is widely recognized as one of the coffee trade centers of the country, and three-fourths of the coffee reaches the city by barge from New Orleans. The chemical companies are able to produce and expand because they can bring raw materials to their plants by water. And of course much of the city's importance as a grain center is predicated on low cost water transportation.

At Clinton, Ia, the E. I. du Pont de Nemours Co. has purchased a 500-acre site and plan the construction of a factory for the production of cellophane. Approximately 800 men are being given employment in the construction work, and when the plant is finished, regular employment will be provided for 500 workers.

Another large manufacturing plant which located at Clinton because of the waterway is the Curtis Companies, which has an aggregate capital of \$12,000,000 and employs approximately 500 men.

Rock Island, Ill., is another city which has learned of the benefits of the waterway. There are 97 manufacturing establishments in Rock Island, which furnish employment to 10,000 persons and pay wages which total approximately \$14,000,000 annually.

One of the large manufacturing plants at Rock Island is the Farmall plant of the International Harvester Co. The company in the last 10 yrs. has completed a \$1,000,000 expansion program at Rock Island. Its employment total has grown from 1,800 in 1928 to 8,577 in Dec. of 1937, and its payroll for 1937 was approximately \$11,000,000. The factory which makes the famous "Farmall" tractor is located on the bank of the river, so that full advantage may be taken of water transportation.

The J. I. Case Co. is also located at Rock Island, and Deere & Co. has one of the largest plants of its kind in America in Moline.

Peoria Transportation Advantage

The transportation advantage of Peoria, Ill., on the Illinois Waterway was instrumental in bringing industry to that city. The huge Caterpillar Tractor Co., with a payroll of approximately 12,500 persons, is one of the industries which is located at Peoria because of the waterway. Another is the Hiram Walker Distillery, which furnishes employment to 800 persons, and still another is the R. G. Le Tourneau Co.'s road machinery plant, which employs approximately 600 persons.

La Crosse, Wis., also has tangible evidence of the value of the waterway. Located on the Upper Mississippi River, low cost inland waterway transportation has brought a number of important industries to that city.

One of them is the Allis-Chalmers Co. This company moved its plant to La Crosse about 6 yrs. ago to obtain access to water transportation. The company now employs 750 men at La Crosse and expects to add 500 more when a \$1,000,000 addition to its plant is completed.

The National Piano Mfg. Co. has also located its factory at La Crosse. Commenting on the value of the waterway, Henry G. Johnson, president of the company said: "The Upper Mississippi channel when it is completed will allow us to ship our pianos down the Mississippi, through the Panama Canal and up the western coast of the Pacific.

It will also allow us to ship pianos to the leading cities along the river."

Other industries which have located at La Crosse because of its location on the waterway include the G. Heileman Brewing Co., the La Crosse Rubber Mills, the Iron Products Co. and the Trane Co., which manufactures air-conditioning equipment.

Minneapolis and St. Paul are also witnessing the benefits of the waterway, particularly in their growing importance as an oil distributing center. Early in 1937 the Shell Petroleum Corp. purchased 30 acres of river front property and constructed storage tanks with a capacity of 15,000,000 gals. This is now being increased to 21,000,000 gals., and it is understood additional expansion is planned.

The same year the Socony-Vacuum Oil Co. acquired 40 acres along the river and constructed a barge petroleum terminal with a storage capacity of 1,700,000 gals. The company eventually plans a terminal with a storage capacity of from 25,000,000 to 30,000,000 gals. The Pure Oil Co. is also developing greater tank capacity on the river.

Another company which moved to St. Paul because of the advantages of water transportation is the Great Lakes Coal and Coke Co. A subsidiary of the company, the Carbo Coke Co., has erected a modern briquetting plant for the manufacture of petroleum briquets. 1939 will see increased activity in coal movement on the Upper Mississippi.

Coming down the Mississippi to Iowa, we find five new industries at Dubuque, with an aggregate payroll of more than 1,000 persons. At Fort Madison, the du Pont Co. has recently located a large paint factory, and Keokuk reports the location of several industries there.

Memphis Active

Because of its location on the Mississippi River, Memphis, Tenn. has become a distributing center for the South and Southwest of steel, grain, lumber and many other products. It is the largest interior hardwood lumber market in the world and, of course, is an important cotton market.

The Memphis Chamber of Commerce announces that plants for eight different manufacturing operations are either under construction or have recently been completed. The total investment in plants and equipment was approximately \$3,000,000 and the annual payrolls for the new plants is estimated at \$1,000,000. In addition, established industries in Memphis have begun expansion programs involving the expenditure of a third of a million dollars.

One of the new plants at Memphis is that of the Firestone Tire & Rubber Co. The company plans to manufacture tires in Memphis and also to use the plant as a distributing center for its other products. In announcing the company's decision to locate in Memphis, Harvey S. Firestone said:

"We can make quite a saving in transportation costs by shipping rubber right to our plant in Memphis by an all-water route to New Orleans and up the Mississippi, both from our plantations in Liberia and from the Far East."

Memphis is the distributing base for the Southwest of the Jones & Laughlin Steel Co. and the Spang, Chalfant Steel Co.

Low Cost Benefits

Many other cities on the inland waterways can testify to similar benefits from low cost inland waterway transportation. The Ohio River 9-ft. channel improvement has brought low cost inland waterway transportation to cities in the Ohio Valley. It is an important factor in the steel industry at Pittsburgh, it has brought a number of important factories to Evansville, Ind., and Cincinnati, Louisville, and other cities can report increased industrial activity as a result of their location on the river.

At Kansas City, which is now connected with the Mississippi System by a 6-ft. channel on the Missouri River, new grain terminals have been built and the city is increasing in importance as an oil distributing center. Greenville, Miss., constructed a river terminal several years ago and has grown in importance as a river port city.

New Orleans, a gateway to export markets for valley products, has long recognized the value of the waterways. Today it is the second port of the United States—a position which it owes in no small measure to the inland waterways.

Mobile, Ala., is another port city which is reaping benefits from the waterways. The annual report of the Mobile Chamber of Commerce lists nine industries which either built new plants or expanded existing ones. They include a new \$4,000,000 plant for the Aluminum Ore Co., the construction of a complete pulp and paper mill for the Hollingsworth and Whitney Co. and the first unit of a \$2,000,000 plant for the National Gypsum Co.

These illustrations are eloquent testimony of how Ol' Man River and his tributaries are aiding in the development of industry in the Mississippi Basin. And the important point is that this is only

the forerunner of industrial development in this section.

This valley is the natural resource storehouse of America. It contains 92 per cent of the iron ore, 82 per cent of the coal, 76 per cent of the known petroleum resources, produces 65 per cent of the agricultural products, and a large share of such natural resources as lumber, zinc, lead, phosphate, and sulphur.

Clearly this is the logical place for the industrial growth of the future. High cost distribution has been the biggest problem of this area in the past. As this survey indicates, the inland waterways are helping solve that problem. The economy of the inland waterway carriers lies primarily in the size of their operations. The average barge tow consists of a modern towboat and from 4 to 10 barges, of from 1,000 to 2,000 tons capacity each. One 2,000-ton barge is equal in capacity to 40 average size freight cars.

On the Mississippi and Ohio Rivers 12,000 tons of mixed cargo in a single tow is not uncommon. This is the equivalent of 248 average freight cars loaded to capacity, or 16 average freight train loads. It is equal to the capacity of 24 average packet boats of the "old days" when steamboats were at their zenith on the Mississippi.

The common carrier tows on the Mississippi between St. Louis and New Orleans operate on a regular schedule of 7 days downstream and 13 days upstream, with stopovers for loading and discharging freight en route. Express packet boats, which supplement the barges, operate on a somewhat faster schedule.

Progress Made

While the improvement of the inland waterways for navigation is not completed, substantial progress has been made in recent years. The Monongahela, Ohio, and Lower Mississippi Rivers have standard-gauge 9-ft. channels. In 1933 the Illinois Waterway, connecting Chicago and other Illinois cities with the Mississippi System and forming the Lakes-to-the-Gulf Waterway, was opened to navigation. There is a 6-ft. channel on the Missouri River to Kansas City and work is progressing rapidly on the upper Missouri River to provide a 6-ft channel as far as Sioux City, Ia., which, with the completion of the Fort Peck Dam and Reservoir, is expected to be raised to 9 ft.

The completion of a 9-ft. channel on the Upper Mississippi to St. Paul and Minneapolis is scheduled for 1940, and barges are operating on the Warrior River to Mobile
(Concluded on page 13)

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(Concluded from page 11)

and Birmingham, while the Texas ports of Orange, Port Arthur, Beaumont, Galveston and Houston are served by the Intracoastal Canal, which will ultimately reach as far as Corpus Christi, Tex.

While the development of inland water navigation and the extension of its economies to every section of the Midcontinent area through joint rail-river rates is essential to the economic future of this region, it is only one phase of the nation's waterway program. The complete program for the conservation and use of our water resources includes in addition to navigation, protection against floods, the checking of soil erosion, and the use of our surplus waters to restore ground water levels, and for irrigation and navigation.

Nor does this program mean the waterways will supplant other forms of transportation. Waterway development will prove the greatest commerce builder for the railroads and highways, each performing the service it is best qualified to render, and each form coordinated into the network of transportation arteries which will serve the best interests of the Valley.

But neither transportation nor industrial development are goals in themselves. They are but means to the objectives outlined at the beginning of this article. The process might be outlined like this:

Low cost inland water transportation with joint rail and river rates is making it possible for in-

dustry to develop in the Mississippi Valley and close to the great agricultural consuming markets of the country.

This step, in turn, with the wider opportunities to reach foreign markets via the waterways and the Gulf ports, means expanding markets for both agricultural and manufactured products.

And all of these factors contribute to the restoration of a normal balance of population in this country, instead of the present uneconomic concentration of both population and industry in the "deep water rim" along the seacoasts and the Great Lakes. It means also permanent prosperity for the Mississippi Valley, increased business for all forms of transportation, greater security of employment, better living conditions, and wider opportunities for the average man.

These are the economic objectives of the Mississippi Valley. Ol' Man River, who has profoundly influenced our history ever since the days of the first coming of the white men, today is helping us attain these objectives.

Despite the great increase in freight transportation in recent years, and the encouraging tonnage reports frequently issued, it remains a fact that there are many important cities along the rivers still lacking the slightest vestige of direct water service. In many cases these are cities which were prominent river ports in the packet days, supported large wharfbuoats, and both shipped and received

large amounts of cargo by water.

The reason for this unsatisfactory condition is that there is, as yet, no generally accepted solution of the terminal problem.

There are, at least, three ways in which terminals may be established: by one individual line which operates a freight service; by the municipality; or by an organization which makes a business of operating the terminal.

The first method, in a measure, establishes a monopoly for one transportation company if the city be not large enough for more than one terminal. A municipal terminal must meet the usual objections advanced against any government-owned enterprise. A terminal operated as a business of its own, somewhat along the line of many of the old wharfbuoats, may be the best solution if the terminal does not claim too large a share of the revenue and thus throttle the transportation agency.

Unfortunately neither individuals nor corporations are very likely to enter the business of establishing independent terminals unless they are first assured that transportation companies will patronize their enterprise. Similarly there is a hesitancy about embarking in the waterways freight business owing to the limited number of terminals available for the interchange of freight. Perhaps the business must yet develop by the establishment of municipal terminals or of private terminals for the use of individual transportation lines.

Twelve New Hay Steel Barges

EARLY in February the John I. Hay Co., a contract carrier operating in the Chicago district and on the Illinois and upper Mississippi Rivers, watched the first of its twelve new barges slip into the icy waters of the Illinois River.

These new barges are all identical, being of all steel and welded construction, not any wood being used in them. All are also of the same dimensions—180 ft. long, 42 ft. wide, and 11 ft. deep, each having a capacity of 1,500 tons. They

are hopper type construction and designed for the handling of sand, gravel, crushed stone, coal, and similar bulk cargoes. Each has a 19-ft. rake at the bow to reduce the power required for pushing the barges through the water.

The addition of these twelve barges will bring the number of the units in the fleet of the John I. Hay Co. up to thirty-two. The present plan is to put the new barges into service transporting coal from Liverpool, some 40 miles

south of Peoria, to Chicago. Some of the older units of the fleet consist of tank type barges, used for transporting gasoline, fuel oil, and other liquid cargoes.

These steel barges were fabricated at the central plant of the Chicago Bridge and Iron Co. at Washington Heights, on Chicago's far southside, and were shipped by rail for assembly and welding to the company's barge yard at Seneca on the Illinois River.



Scene at Seneca, on the Illinois River, showing the newly launched barge of the John I. Hay Co., giving a good view of the rake at the bow as compared with the cut of the stern.



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WATERWAYS AND TERMINALS

Lakes-Sea Traffic May Double in 1939

DDOUBLE the number of ships are going to go up the lakes this year via the St. Lawrence than for 1938, and Canadian shipping interests as well as more than one ocean steamship line are all going to feel the pinch, according to present indications. Briefly, the question is woodpulp, and reduced rates.

Up 'till now, the Norwegians have had the Great Lakes practically to themselves, from a standpoint of ocean traffic, but last year the Oranje Line invaded the field, and now the Dutch flag Oranje Line and the Norwegian flag Fjell Line are in a pulpwood battle. The fight has resulted in Canadian tonnage getting sideswiped badly.

Last year, all told, 90 odd ships went up and down the lakes, going to and from the ocean. This year, it is said that about 200 will make the same trip. The Fjell Line has just produced a new ship, the Harpefjell. Meanwhile, the Dutch are bringing out another new vessel, built in Holland specially for the Great Lakes trade.

But some of the organizations which have only been flirting with the business have jumped right in this business.

The combined lake and ocean rate from the Baltic to the east side of Lake Michigan is said to run from \$6.75 to \$7 per ton. The foreign flag ships can cut this from 75 cents to \$1, it is said, and the minimum difference will be at least 50 cents. It is also stated that the Canadian lake ships want an additional 50 cents a ton to go to the west side of Lake Michigan, against a lesser rate by the ocean vessels.

The Norwegian America Line and the Canadian service of the Swedish America Mexico Line have dealt largely in this trade for the past half dozen years, and there have been many times each year that the inward cargoes were almost exclusively woodpulp. This business is therefore badly "shot" for 1939. The foreign ships, such as the Norwegian Line, are powerless to appeal to Ottawa, since it is a Norwegian Line undercutting them, but the big Canadian lake firms intend to protest, and it is said they will.

Water Carrier Earnings

THE Commission has issued a compilation No. Q-650, showing revenues and traffic of large carriers by water with annual operating revenues of more than \$500,000 a year, subject to the interstate commerce act, for the fourth quarter, October to December, of 1938 and 1937.

For all the carriers covered the compilation shows total freight revenue of \$22,236,546 for 1938 as compared with \$18,926,888 for 1937, an increase of 17.5 per cent, and a total of 4,310,980 tons for 1937.

The compilation also shows total passenger revenue of \$2,224,762 for 1938, as compared with \$2,058,655 for 1937, an increase of 8.1 per cent; and 743,309 passengers carried in 1938, as compared with 666,663 in 1937.

The carriers are classified as groups, namely, Atlantic and Gulf coasts, Great Lakes, Mississippi River and tributaries, and Pacific Coast.

The Atlantic and Gulf coasts group, the compilation shows, derived freight revenue of \$10,863,868 in 1938 as compared with \$8,672,201 in 1937, an increase of

25.3 per cent; and carried 1,830,908 tons of revenue freight in 1938 as compared with 1,708,520 in 1937. This group also had passenger revenue of \$1,528,998 in 1938, as compared with \$1,333,475 in 1937, an increase of 14.7 per cent; and carried 189,929 revenue passengers in 1938, as compared with 173,416 in 1937.

In the Great Lakes group the carriers had freight revenue of \$2,314,578 in 1938, as compared with \$2,297,509 in 1937, an increase of seven-tenths of one per cent; and carried 651,162 tons of revenue freight in 1938 as compared with 731,585 tons in 1937. They had passenger revenue of \$16,466 in 1938, as compared with \$19,574 in 1937, a decrease of 15.9 per cent; and carried 4,142 revenue passengers in 1938, as compared with 4,900 in 1937.

In the Mississippi River and tributaries group, where no passenger operations are shown, the carriers had freight revenue of \$3,045,484 in 1938, as compared with \$2,577,263 in 1937, an increase of 18.2 per cent; and carried 960,518 tons of revenue freight in 1938, as compared with 783,251 tons in 1937.

The Pacific coast group carriers had freight revenue of \$6,012,616 in 1938, as compared with \$5,379,915 in 1937, an increase of 11.8 per cent; and carried 1,068,105 tons of revenue freight in 1938, as compared with 1,087,624 in 1937. These carriers also had total passenger revenue of \$679,298 in 1938, as compared with \$705,606 in 1937, a decrease of 3.7 per cent; and carried 549,238 revenue passengers in 1938, as compared with 488,347 in 1937.

The compilation shows that the American Barge Line Co., Inc., had \$542,115 freight revenue in 1938, as compared with \$388,474 in 1937, an increase of 39.5 per cent; and carried 181,627 tons of revenue freight in 1938, as compared with 114,056 tons in 1937. It shows that the Federal Barge Lines had freight revenue of \$1,912,410 in 1938, as compared with \$1,701,710 in 1937, an increase of 12.4 per cent; and carried 672,304 tons of revenue freight in 1938, as compared with 567,343 in 1937. It also shows that the Mississippi Valley Barge Line Co. had freight revenue of \$590,959 in 1938, as compared with \$487,079 in 1937, an increase of 21.3 per cent; and carried 106,587 tons of revenue freight in 1938, as compared with 101,852 tons in 1937.

Ocean Ships Coming into Lakes

WITH resumption of navigation on the Great Lakes at hand there are rumors and reports of regular and tramp steamship operations between Europe and the lake ports. The following are definite fixtures:

The steamer Betta, china clay to east bank Michigan port with return cargo of grain to Europe.

Steamer Brott ditto both inwards and outwards.

Steamer Birto, cargo of ferro manganese coming into Lake Michigan from Rotterdam with cargo of coke to go outbound.

Steamer Lysaker V, cargo of woodpulp into the lakes with cargo of grain back to Europe.

Steamer Hildur I, cargo of ferro manganese from Rotterdam for discharge at Detroit and/or Chicago. This vessel is not as yet reported fixed outbound.

Steamer Reiaas, 1000-ton cargo of woodpulp from Sweden to Toledo. This vessel not as yet reported fixed outbound. It is indicated that the Reiaas has been bidding for 350 tons of canned fish into Lake Michigan

on a rate of \$9 a ton but leading fish importers are not showing interest in the offering.

The steamer Trolia is reported fixed into the Great Lakes from Europe but no details are available.

Movement of newsprint from the Baltic area into the Great Lakes is expected to provide unusual chartering activity, it being reported that fully 40,000 tons of European newsprint has been sold to consumers in the Great Lakes area. Some of this newsprint has already moved through New Orleans to Chicago.

Advises Delaying Lakes-Ohio Canal

PRESIDENT ROOSEVELT and the chief of army engineers sent varying views to Congress on a proposal to dig a \$200,000,000 Beaver-Mahoning canal thru Ohio and Pennsylvania, connecting the Great Lakes and the Ohio River.

Maj. Gen. J. L. Schley reported to the Rivers and Harbors Committee that "the savings in transportation charges and other benefits are sufficient to warrant adoption of the project at this time." His approval was conditioned on the cooperation of local interests.

Mr. Roosevelt, emphasizing that he was not expressing "any formal disapproval," said the Interstate Commerce Commission should make a survey of railroad rates in the area before any huge Federal outlay was made for the canal.

The President referred to a report from the National Resources Board saying that if the lines would make a permanent average cut of 29 cents a ton, the project would not be justified.

Gen. Schley agreed with this and added that "since it is impossible to determine at this time the extent and effect of future possible rail rate reductions," only canalization from the Ohio River as far as Struthers, Ohio, should be undertaken at the start.

In addition, Mr. Roosevelt raised the question of "priority." He said an undertaking of that magnitude would "necessarily push to one side" other public works. His comments were set forth in a memorandum to Sec. Woodring and were submitted to the House committee with Gen. Schley's report.

Meanwhile, the Florida ship canal proposal, another \$200,000,000 project, was brought back to public attention when the Dept. of Commerce withdrew objections to the undertaking.

The objections had been registered in a 1934 report. Acting on a Senate request that the report be brought up to date, the department said that potential traffic had increased 100 per cent since its previous study and that the project had been changed from a lock type to a sea level canal.

Plan New Lakes-Europe Service

Rumors that a third company is considering establishing regular freight service between the Great Lakes and Southern Europe are being circulated. It is said the company would use vessels of the Mosvold shipping interests of Norway under a time charter. Torrey Mosvold, head of the company, visited the United States recently. The Norwegian Fjell Line has operated successfully into the Lakes for several years, and the Dutch Oranje Line will enter the field this year.

Great Lakes—West Indies

THE transportation department of the Chicago Assn. of Commerce has issued a bulletin to members advising that it has been approached in connection with possible establishment of all-water service between Great Lakes ports and the West Indies (excluding Puerto Rico and Virgin Islands), Mexico and the Caribbean area, including Venezuela and Colombia. The bulletin states that "such service is contemplated by an old steamship line provided there is reasonable

assurance of sufficient tonnage to justify it. Any members interested in such service are requested to advise the association to this effect and state the approximate volume of tonnage which they could supply."

Officials of the Chicago Assn. of Commerce refused to disclose particulars as to the steamship line interested in developing the projected service.

Free Lighterage Plea Won by Port of New York

The Port of New York has won its long fight to place New York on a parity with other ports on the movement of unboxed automobiles. The Traffic Executive Committee of the Trunk Line Assn., has ruled that effective March 1, unboxed automobiles would be lighter free to ships in the Port of New York.

Port interests have long maintained that New York was at a serious disadvantage in competing with Atlantic and Gulf ports such as Philadelphia, Baltimore and New Orleans because ship lines and shippers at New York had to pay for lighterage from track stations to side of vessels, whereas other ports had the advantage of rail-ship terminals.

Under the new ruling, free lighterage will be made on unboxed automobiles in carload lots only when for export. No split delivery of individual cars will be made. The arrangement is expected to bring a marked increase in automobile export through this port.

Baltic Rate War Feared Over Line's New Service

A SERIOUS rift in the North Atlantic-Baltic Freight Conference which, it is feared, may lead to dissolution of the conference and a resultant rate war in the trade, has been brought about by the application of the Thorden Lines, operators of Finnish-flag shipping, for membership in the rate body.

The conference, comprising seventeen lines operating directly to the Baltic or indirectly handling freight for the Scandinavian countries, has opposed the application of the Thorden Lines on the ground that the company seeks permission to operate in an unlimited trade, whereas the conference lines, although not stipulated in their agreement, have verbally agreed to limit their operations to a particular trade. The Thorden Lines, inasmuch as it operates Finnish ships, should hold its operations to the Finnish trade, the conference holds.

The Thorden Lines, with the new motorliners Carolina Thorden and Mathilda Thorden, recently opened a new service between New York and Stockholm and Helsingfors. Officials of Stockard & Co., Inc., New York agents for the line, said that the company would abide by all the rates and regulations of the conference, but the limitation of operations was not part of the agreement. Such limitation, the company officials said, was contrary to law.

Members of the North Atlantic-Baltic Conference operating directly in the trade are the American Scantic, Gdynia America, Norwegian America and Swedish American Lines. Other members of the conference are the Belgian, Ellerman-Wilson, Hamburg-American, Arnold Bernstein, Holland-America, North German Lloyd, Red Star, Black Diamond, Scandinavian American, Swedish American Mexico, Transatlantic Steamship, United States and Yankee Lines.

Proposed Steamboat Race

A CHALLENGE to a steamboat race has been sent to the Governors of New York, Ohio, Missouri, Kentucky, Illinois and Tennessee by the California State Chamber of Commerce. It is proposed that races be held simultaneously on the Hudson, Ohio, Mississippi, Sacramento and the San Joaquin Rivers over measured

(Continued on page 93)

DISTANCES BETWEEN POINTS ON GREAT LAKES

	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	
1	Port Arthur.....	1212	1094	1034	903	1016	965	848	864	795	768	754	729	711	694	658	604	542	539	531	506	505	410	536	587	609	686	621	560	492	273	171	116	164	195	172
2	Two Harbors.....	1310	1192	1132	1001	1114	1063	946	963	893	866	852	828	809	792	756	702	640	638	630	604	603	508	634	685	797	785	720	659	590	371	239	157	71	26	
3	Duluth.....	1334	1216	1156	1025	1138	1087	970	986	917	890	876	851	833	816	781	726	664	661	653	628	627	532	657	708	820	808	743	682	614	394	261	179	93		
4	Ashland.....	1288	1170	1110	929	1092	1041	924	941	871	844	830	806	788	771	734	680	618	616	608	583	581	486	612	663	775	763	698	637	568	349	213	131			
5	Houghton.....	1160	1042	982	851	964	913	796	813	743	716	702	678	659	643	606	552	490	488	480	455	453	358	484	533	647	635	570	509	440	221	84				
6	Marquette.....	1099	981	921	790	903	852	735	751	682	655	641	616	598	581	545	491	429	426	418	393	391	297	422	474	585	573	508	447	378	159					
7	Sault Ste. Marie a.....	939	821	761	630	743	692	575	592	522	495	481	457	438	422	385	331	269	267	259	234	232	137	263	314	426	414	349	288	219						
8	Escanaba.....	1046	928	868	737	850	799	682	699	629	602	588	564	545	528	492	438	376	384	376	340	333	244	330	381	458	436	361	298	274	201					
9	Green Bay.....	1115	997	937	806	919	868	751	767	698	671	657	632	614	597	561	507	445	452	444	409	407	313	123	171	272	255	180	101							
10	Milwaukee.....	1176	1058	998	867	980	929	812	828	759	732	718	693	675	658	622	568	506	513	505	470	468	374	97	80	103	85									
11	Chicago.....	1241	1123	1063	932	1045	994	877	893	824	797	783	758	740	723	689	633	571	578	570	535	534	439	156	114	25										
12	Gary.....	1253	1135	1075	944	1057	1006	889	905	836	809	795	770	752	735	699	645	583	590	582	547	546	451	167	121											
13	Muskegon.....	1141	1023	963	832	945	894	777	794	724	697	683	659	640	623	587	533	471	479	471	435	434	339	56												
14	Ludington.....	1090	972	912	781	894	843	726	742	673	646	632	607	589	572	536	482	420	427	419	384	383	288													
15	Alpena.....	827	709	649	518	631	580	463	479	410	383	369	344	326	309	273	219	157	193	185	124	116														
16	Bay City.....	832	714	654	523	636	585	468	484	415	388	374	349	331	314	278	224	162	265	257	137															
17	Goderich.....	735	617	557	426	539	488	371	387	318	291	277	252	234	217	181	127	65	211	207																
18	Collingwood.....	928	810	750	619	732	681	564	580	511	484	470	446	427	410	374	320	258	55																	
19	Midland.....	936	818	758	627	740	689	572	588	519	492	478	453	435	418	382	328	266																		
20	Port Huron b.....	670	552	492	361	474	423	306	322	253	226	213	188	170	152	115	62																			
21	Detroit (Woodward Ave.).....	608	490	430	299	412	361	244	261	191	164	150	126	108	91	54																				
22	Toledo (river mouth).....	601	483	423	292	405	354	237	254	185	157	144	119	96	72																					
23	Lorain.....	544	426	366	235	348	297	180	197	124	95	80	53	28																						
24	Cleveland (main entrance).....	524	406	346	215	328	277	160	176	102	73	59	33																							
25	Fairport.....	494	376	316	185	298	247	130	146	73	44	30																								
26	Ashtabula.....	468	350	290	159	272	221	104	119	45	15																									
27	Conneaut.....	456	338	278	147	260	209	92	107	33																										
28	Erie.....	429	311	251	120	233	182	65	78																											
29	Buffalo (north entrance).....	386	268	208	77	190	139	22																												
30	Port Colborne.....	364	246	186	55	168	117																													
31	Charlotte.....	266	147	89	95	59																														
32	Oswego.....	227	108	55	145																															
33	Toronto.....	338	219	161																																
34	Kingston.....	182	63																																	
35	Ogdensburg.....	120																																		
36	Montreal.....	0																																		

mile; if the respective distances to the two points from a certain port measure 116.0 and 115.2, they appear in the table as 116 and 115, a difference of 1 mile; whereas from the next port listed, the distances to the same two points may measure 105.4 and 104.6, and both will appear in the table as 105.

Measurements are by the shortest marked or safe direct courses, starting (unless otherwise noted) from the main entrances between pierheads of breakwaters or piers, or from the principal landings of open roadsteads. Where landings are appreciably remote from protected entrances, the appropriate further distances, if desired, may be ascertained from the harbor descriptions or from charts.

Points in this table are arranged in the order of their location on the several lakes in the following sequence: Lake Superior, Lake Michigan, Lake Huron, Lake Erie, and Lake Ontario.

The distance between any two points appears in the line extending horizontally from the point first in order in the list and in the column headed by the other point.

EXPLANATION

Distances in these tables are expressed to the nearest even statute mile; fractions of $\frac{1}{2}$ mile or more being taken as a full mile and those under the half dropped. The results are, therefore, at times inconsistent by 1 mile in their comparative differences. Thus, measured distances to two given points may differ uniformly by 0.5

aFrom abreast east end of U. S. center pier.
bFrom White Star Line Dock.

Note.—Distances between points above Detroit (inclusive) and points in Lake Erie and below are via Amherstburg Channel. Downbound distances via Livingstone Channel are about 3 miles greater, except for Toledo.

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Dam No. 4 at Alma, Wisconsin, showing locks in the foreground.

Below: Moving tons of freight easily and safely on the Mississippi.



OL' MAN RIVER ROLLS UP A FREIGHT VOLUME

Navigability of the Upper Mississippi Soon to be completed.

"OL' MAN RIVER," with a heavy load of freight-laden carriers on his back, soon will be climbing spryly up the steep path from St. Louis to the Twin Cities. Upper Mississippi River transportation grew by leaps and bounds during 1938, and with the completion of the channel from St. Louis to St. Paul, scheduled for the coming summer, a revived inland water transportation is anticipated in the years just ahead.

The completion of the "steps," or series of dams and locks, almost completed, and designed to open the upper Mississippi to regular profitable commercial navigation, will provide a 9-ft. channel in place of the 6-ft. one, which in periods of low water was frequently cut to 4, compelling barge lines to suspend operations. The new 9-ft. channel will make it possible to put heavier loads on the barges, reduce operating costs, and in general open the upper river to the class of barge transportation which the Ohio and the lower Mississippi have long enjoyed.

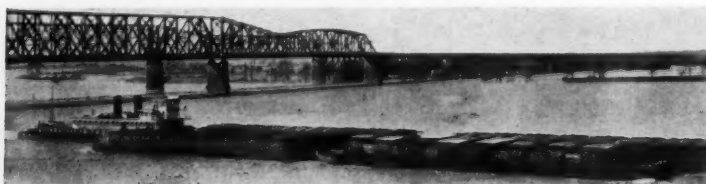
Statistics show a big increase in oil transportation, while farm products also loaded many barges and boats. From Muscatine, Iowa, alone, some 2,000,000 bushels of corn were shipped to Gulf ports. Steel is shipped from Pittsburgh to Mississippi River points for distribution over a wide area. These products may consist of pipe for use in the oil fields of Oklahoma and Texas; barbed wire for fencing the farms and ranches of the great plains area and the Southwest; tinplate for the manufacture of cans; structural steel for buildings; and coils of wire to be manufactured into springs. Ammonia sulphate, used in the manufacture of fertilizer; canned goods; farm implements; scrap iron; coal; petroleum products; sugar; logs; sand and gravel; cement; wheat; soap; news print; lintens; rice; cotton; coffee; as well as heavy machinery and practically every conceivable type of product of industry or commodity of commerce; all make up the cargoes for transportation up and down the Missis-

sippi and its navigable tributaries.

Moving these heavy cargoes of freight, Diesel-powered tow-boats are writing inland navigation history as they revive traffic in the middle West reminiscent of the heyday of the famous sidewheel packets of an earlier day. Contrary to general opinion, however, the loaded barges are lashed together and pushed rather than pulled. Equipped with powerful Diesel engines, the tow-boats easily plow along behind a fleet of ten or more of the heavily loaded barges, carrying as much as 12,000 tons of cargo.

The Mississippi, as it meanders from St. Louis to the Gulf, drops about 390 ft. in a course of some 1,260 miles, while in the 650 miles, from the Twin Cities to St. Louis, there is a drop of approximately 324 ft., thus offering obstacles to a restrained and dignified movement of the river, and to the safe transport of river freight.

All this is changed now. When the mammoth engineering project for deepening and disciplining the Mississippi is completed, a series of twenty-six steel and concrete dams will stretch across the river from Minneapolis to Alton, Ill., just above the mouth of the Missouri. These dams will check the river's swift slide. Behind each will be formed a long pool or lake of placid water that in no place will be shallower than 9 ft. The river will resemble, in its downward course, a giant staircase of twenty-six steps. Suitable locks are being constructed at each dam.





LETTERS TO THE EDITOR

Public Warehouses Entitled to Average Agreement

THE local freight agent of the Michigan Central Railroad has put the question to us as to whether we are a public warehouse. Such a warehouse, according to his understanding, was one that would have to accept any and all kinds of freight or truck shipments.

We have always called ourselves a public warehouse which would come under the type of general merchandise warehouse and we store such commodities as newsprint, foods, oils and greases, soap, rugs and other merchandise, although we are not under the supervision of the State of Michigan, not the U. S. Government. In the State of Michigan, the state does not assume any control over the warehouse.

The reason the railroad is interested in our status is due to an average agreement that we have with the Michigan Central Railroad and it seems that at the present time the government is checking very closely into the status of such agreements to see whether or not they are in order.

Some of our customers' cars are consigned direct to us. Others are consigned to themselves, notify us, and other shipments, newsprint particularly, are shipped to the local newspapers (two of them) who have given the railroads written orders to deliver such cars, when they come in, to our warehouse. Consequently they would come under our average agreement.

On cars of newsprint paper, the freight is paid here by the Grand Rapids Press and the Grand Rapids Herald, as the freight on these cars is invariably "collect." On all shipments to our warehouse, in most cases, the freight charges are prepaid.

If you will refer to the Carrier's Demurrage Tariff, Rule No. 9, covering average agreement, you will find the rule applying in this matter.

To be determined first of all is, "Are we a public warehouse?" and secondly, "Are cars of merchandise mentioned in the fourth and fifth paragraphs of this letter, entitled to come under the average agreement? We believe they should.

We will appreciate any and all information you can give us in this matter. It seems that Pere Marquette Railroad and the Pennsylvania recently ruled that a general merchandise warehouse similar in its operations to ours was not entitled to come in under the average agreement clause.—J. A. Johnson, Columbian Storage and Transfer Co., Grand Rapids, Mich.

Answer. Yes, you are a public warehouseman. Of course, you do not have to accept every kind of freight offered; certain articles of value, or of any explosive, etc., of detrimental nature to your general business would be subject to refusal. Also, commodities from certain shippers may be declined for certain business reasons, such as credit, etc., but our industry and facilities, in accordance with the decision in the old Munn vs. Illinois case, (94 U.S. 113) are clothed with a public interest and are properly termed public warehousemen.

Warehousemen are also shippers, in accordance with the decision of the Supreme Court in the New York Warehousing case (B. & O. et al. vs. U. S. et al., 59 Supreme Court R. 284), and the Merchants Warehouse case (283 U. S. 501). It is perfectly proper that warehousemen should enter into average demurrage agreements, commonly termed average agreements, with rail

carriers, and this is the usual situation throughout the warehouse industry.

Regardless of how the cars are consigned to warehousemen, the shipments are made to them as shippers' agents, as consignees, or they ship out as shippers. In substance, warehouses are shippers and receivers of freight and entitled to enter into average agreements, just as any other proper party would be. It is the opinion of Lane Cricher, legal counsel for the American Warehousemen's Assn. at Washington, D. C., that the cars mentioned in paragraphs 4 and 5 of your inquiry are fully entitled to come under the average agreement. He states:

"Not only the form, but the substance of the status of a warehouseman places him as a shipper, a receiver, and as a public warehouseman as well. He is entitled to enter into such average agreements with rail carriers."

Details of N. Y. Case Involving \$50 Clause in Storage Contract

SEVERAL months ago I was trial attorney for a warehouse in a case tried in the Supreme Court in New York. The trial last 3½ days. The jury rendered a unanimous verdict in favor of the warehouse.

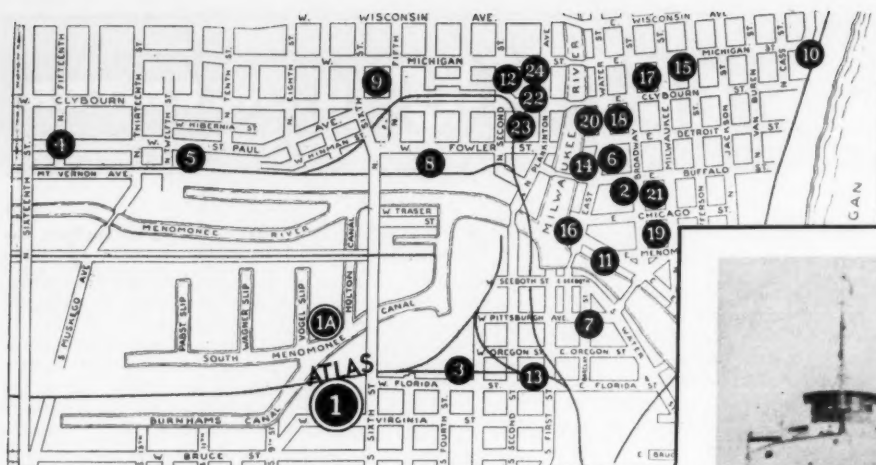
The suit was against the warehouse by a depositor for loss of part of the contents of two out of over three hundred packages deposited in the warehouse. The claim was made 2 yrs. after the deposit. In the meantime, many packages and articles had been removed by the depositor. The claim included an oil painting by an unknown painter valued at \$12,000. Testimony of experts was necessary to prove the value of the painting. It was claimed only two experts had seen the painting a number of years before the loss; one was dead at the time claim was made and the other resided in Italy. The testimony of a witness residing in another state who was supposed to have heard the deceased expert make an offer for the painting and the expert in Italy was taken by examining them before the trial where they resided. It is often difficult to ascertain the truth this way because the examination is not conducted before a court and there is no opportunity for adequate cross-examination.

The claim was that the warehouse had been careless in leaving the goods of depositor in the corridors of the warehouse and not storing them in certain rooms agreed upon. Photographs were introduced to establish this. The photographs were taken at a time when the depositor had arranged to examine the contents of the packages and they had been put in the corridors and opened partially in preparation for the examination.

The position of the warehouse was a difficult one. It had no way of disproving that the contents of any packages were missing. The warehouse inventory showed the packages but not their contents. They had been packed by the depositor.

The careful manner in which the warehouse was conducted and its records kept were important to it in the case. When plaintiff's claim was made, the warehouse made a list of the remaining contents of the package in which it was stated the painting had been. The size of the painting given showed that it was too large to fit into the carton. Later, the depositor claimed that this was not the right carton and that the painting

(Continued on page 63)



See page 83
for key to
this map



Atlas Storage Company operates its own truck fleet
for suburban store-door delivery.



P. & V.-Atlas deep water cargo
handling

This Milwaukee industrial center offers wide and varied facilities for Midwestern distribution. Its slogan is

WHERE YOUNG INDUSTRIES GET THEIR START

MILWAUKEE has a manufacturing, distribution and warehousing center that is probably not duplicated in any other city in this country. It is partly the outgrowth of the depression, for in some lines of business a depression started in the '20s, but gained momentum in this decade.

More than 90 years ago Milwaukee was a very important leather tanning town, and continued so for many years. In 1847 the Pfister & Vogel Leather Company was formed, and grew from a small plant with an output of about 50

hides a day to a production of about 30,000 in 24 hours, with about 3000 employees on the pay roll. Such a plant required many acres of buildings. These structures stand today, with others added to serve the manufacturing and shipping industries in many ways.

With the waning of the tanning business, the Pfister & Vogel management saw the handwriting on the wall and laid its plans to make use of its acres of buildings for other purposes. About 1930 the present P. & V.-Atlas Industrial

Center was born. Today it is a center housing more than 68 manufacturing, distributing and warehousing interests, from the small section of a loft to entire seven-story structures, with rail, water and truck transportation facilities, probably unequaled in any other business community in this country. Some of the advantages offered by this Center are as follows:

1. Central location for warehousing and distribution, by a giant storage company (Atlas) owned by the P. & V. interests. Several tenants, of national reputation, op-

erate in this Center, providing a substantial saving in distribution cost.

2. Ideal location for storage of surplus supplies and inventory by manufacturing concerns. Such concerns as Heinz, Dunlop Tire & Rubber Co., International Harvester Co., sugar and salt companies, a radio distributor, one of Milwaukee's largest department stores, Sears, Roebuck & Co. and others lease sections of buildings in this Center for the storage and distribution of merchandise.

3. Convenient location for manufacturing, insuring low overhead, brought about by services offered by this Center, comprising:

- a—Engineering services;
- b—Repair and electrical services;
- c—Watchman and sprinkler service;
- d—Alterations in buildings with aid of licensed architect;
- e—Local trucking service and convenient distribution facilities;

These facilities simplify growth of manufacturing establishments by relieving their managements of maintenance and some administrative problems;

4. Office space in the administration building, which includes parking facilities, cafeteria and telephone service.

The administration building mentioned is the Pfister & Vogel office building, a modern structure, in

which the general offices of the Center are housed. In this building, tenants of the Center, not wishing to maintain more than a small office force, can have some of the office detail work taken care of by P. & V. office employees. There is a telephone switchboard, taking care of tenants' needs. For its direct mail campaigns, the tenant can make use of the P. & V. mimeograph service at minimum expense.

Quick Service

In quick service for the distribution of merchandise the Center shines especially. It is situated on private railway side tracks of the Milwaukee Road. The Atlas Storage Company—owned by P. & V.—with its seven-story terminal building and other facilities, is Milwaukee headquarters for the following nationally known truck lines:

Yellow Truck Lines, (to and from Chicago, Madison, Dubuque, Beaver Dam); Gateway City Transfer Co., (to La Crosse, Minneapolis and the Northwest); Central Wis. Motor Transport Co.; Rockford-Milwaukee Dispatch; Interstate Dispatch, Inc.; Northern Transportation Co. (Northern Wis. and Upper Mich.); Wisconsin Carloading Co.; Interurban Fast Freight Lines; Stodyk Truck Lines; Edgar Schunk Truck Lines; Service Transfer & Storage Co.; Weber Cartage, Inc.; Davis Transportation Co.; Reliable Transit Co.;

K-G Trucking Corp.; Wesley-Steffke Freight Co.; Blair Transfer Co.; Cedarburg Truck Lines; and half a dozen others, with additional lines with private loading docks in this Center.

While this is being written, one of Wisconsin's largest fuel companies, the Fellenz Coal & Dock Company, Milwaukee, is constructing a new dock at the P. & V. Center, consisting of about 200,000 square feet of space, for the storage of coal and coke, realizing that this is one of the best locations for bringing in fuel by boat and rail, and distributing it to Milwaukee and other Wisconsin industries and homes with a minimum of expense for cartage or rail shipment to destination.

One advantage that all of the tenants in the Center appreciate is that they can expand during peak periods and pay only for extra space if and when it is needed. It is not necessary for tenants of these buildings to maintain repair crews, as the Center has specialized repair crews that are subject to call whenever a tenant may need their services. The tenants are connected with trucking, warehousing, telegraphic, power and steam and engineering services by a no-charge automatic telephone system. As a business community, the Center is practically self-sustaining, as printing plants, advertising and photographic concerns, a cafeteria and other facilities are always at the disposal of the tenant.

(Continued on page 83)



Air view of the P. & V.-Atlas industrial center (main section), Milwaukee, Wis.

LET'S HAVE A LOOK AT THE BIG TEN

F. A. KEELING

*Traffic Manager
The National Colortype Co.
Bellevue, Ky.*

NOW that the authorship of the South Carolina resolution has been established, (see box below) and the fact that the same resolution has been presented to the legislature of Texas, it is beyond my powers of prediction to say which state will be first in obtaining legal recognition for the profession of traffic management. However, this question does not seem to worry Mr. Hill of Texas, or Mr. Manning of South Carolina. They are more interested in the question, which state will be next, then next, until in every state, the profession has received the legal recognition it is entitled to.

In presenting his plan, Mr. Hill offers the following suggestions to those who seek to present the resolution to their state legislature:

"In your state, it is only necessary for you to get your representative to introduce it in your legislature; then, according to the usual procedure, it is referred to a committee. It is before the committee that you must do your work. We suggest that if your legislature is now in session that you send a copy of the resolution to your rep-

resentative for introduction; or, if you prefer, change any of the wording. Here is a good point about the plan: If you make a mistake in the resolution you can certainly correct it when the Research Commission makes its final recommendation to the next regular session of your legislature. It's the groundwork. It's a basket in which we can put all our eggs, a focal point to which all of us can bend our energies and our best toward the advancement of our profession. It is fair — equitable — broad — all-encompassing, and brings to a definite climax the years of discussion about what to do in order to obtain the recognition the profession so richly deserves."

That Mr. Hill is eminently qualified to suggest a program for obtaining legal recognition for traffic management, members of the profession in the Lone Star State in numerous letters have made very apparent. Having had years of practical experience, he speaks the language of practical traffic managers and not of a theorist. The following statement of which he is the author is proof of

his interest in the professional status of traffic management:

"When I think of a profession my mind turns to the BIG TEN, as follows:

- (1) Physicians
- (2) Dentists
- (3) Architects
- (4) Attorneys
- (5) Pharmacists
- (6) Certified Public Accountants
- (7) Optometrists
- (8) Engineers
- (9) Osteopaths
- (10) Veterinarians

"In order to find out how the above BIG TEN established such good educational standards, gained public esteem, maintained professional safeguards and built themselves up to such high ethical standards, I went to the state leaders and sought the desired information. I told them what we wanted to do and asked for advice and counsel as to procedure. Unanimously they answered. They were qualified to answer because they have experienced and been through what we must face and fight in order to gain the same high pinnacle of recognition and respect. Their unanimous decision and advice was to first of all seek legal recognition by the various state legislatures. After giving much time and thought to the proposition I am convinced that the only solution to our problem of professionalization is to do that very thing.

"Legislation and education are the twin protectors of any profession. A profession is justified by education—it is protected by legislation. The training, skill and education of our group fully justifies a profession. With a Research Commission in each state we can work out any problem in carrying out the work. Regardless of what any one of our group may think or wish to present, he can have a free hand before the Research Commission.

"The plan costs the state nothing. It is not a law. It's an aid for a group who want to better themselves as other professional groups have done."

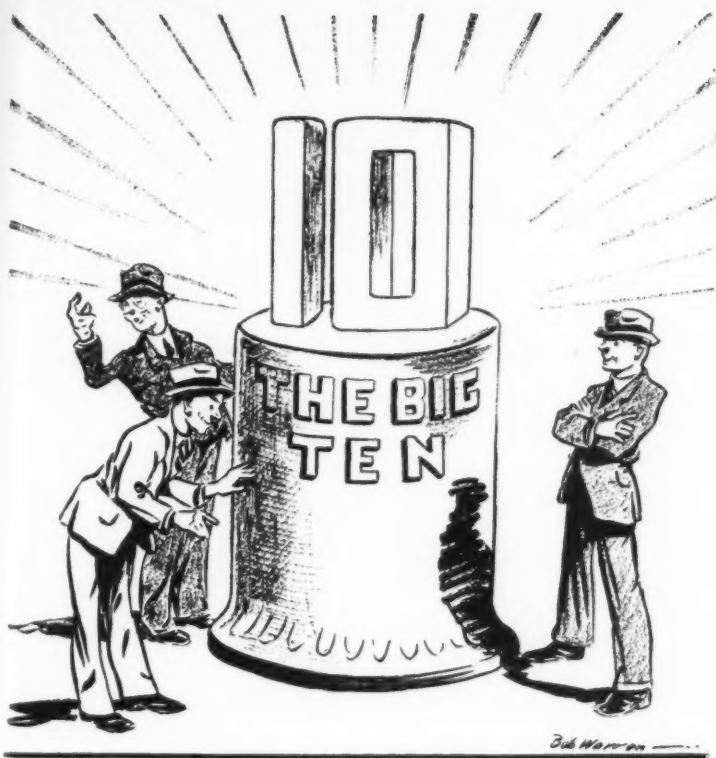
The above program and arguments in favor of legal recognition should cause any traffic manager to change his mind who still believes that a national association should sponsor an Institute, such as the program of 1935 which was presented to a national convention of the Associated Traffic Clubs.

In the article, "Wanted—An American Institute of Traffic Management" which was published in the September issue of *DandW*, I supported the 1935 program of a national Institute and was hopeful that the national association which was supposed to sponsor the program would take such action at its next convention, held at the latter part of the following month. Its

Author's Note:—"South Carolina Leads the Way" was the title of the article submitted for the February issue of *DandW*, but seemingly so elated over the news that the Mozingo resolution was sure of acceptance by the present legislature of that state, the writer neglected to mention the fact that a gentleman from Texas was the author of the South Carolina resolution.

To L. D. Hill, the capable and greatly honored instructor in transportation at Texas Christian University of Ft. Worth, I offer my sincerest apologies, especially since he has not taken me to task for this sin of omission.

To H. A. Manning, traffic manager, Sonoco Products Co., Hartsville, S. C., loyal propagandist for state recognition of traffic management, an apology is also due, in that he advised me as to the authorship of the resolution in the early stages of a correspondence that has proved most encouraging when the cause seemed hopeless and the further propagation of a professional status for traffic management a waste of time.—F. A. Keeling.



failure to do so has been commented upon in previous articles.

However, letters from traffic managers and instructors of well-known schools of traffic management informed me that the 1935 program was putting the "cart before the horse," so I, too, sought the advice of state leaders of the BIG TEN and, as stated by Mr. Hill, they were unanimous in advising state legal recognition.

T. K. Hale, traffic manager of the Texas Electric Service Co., and also editor-in-chief of "The Transporter" published by the Traffic Club of Ft. Worth, presented arguments against sponsorship by a national organization in a most logical manner. His views were given in the open forum of a weekly transportation journal. From a letter, I quote the following:

Proper Procedure

"Perhaps the Institute that is suggested is to be similar to the American Institute of Electrical Engineers, and other technical organizations. If so, my answer is 'No,' as most, if not all, of these bodies were formed by members of professions already recognized by law. Why 'No'? The establishment of such an Institute is putting the cart before the horse. The proper procedure is:

1. To obtain legal recognition of the traffic profession, such recognition as is accorded accountants, architects and lawyers.

2. This recognition should be obtained locally by states for two reasons:

- (a) No national recognition will be accorded until sufficient recognition has been given by individual states to lend weight to a demand for such recognition.

- (b) Any national program comprehensive enough to meet local conditions in all sections of the country would be unwieldy, to say the least."

In answer to the question, "Should the Associated Traffic Clubs of America sponsor this movement?", although Mr. Hale is editor of a traffic club magazine and a member of the Associated Traffic Clubs of America, his answer is that of hundreds of others: "Traffic managers who have most at stake and who should be most interested are the proper sponsors."

It has been rumored in certain quarters that someone is seeking to steal the Institute baby. From the foregoing statement as well as other published letters, it should be evident that traffic managers want a baby big enough for the entire profession to sponsor for legal adoption and recognition.

In the March issue of *DandW*, a program prepared by G. W. Hoel, traffic manager of the Trane Company, La Crosse, Wis., was presented. It was the author's desire

to withhold this plan from publication until a number of traffic managers had opportunity to study the plan and suggest changes, but due to the insistence of traffic managers that the plan be published at an early date so that a larger number of comments and criticisms could be obtained, consent was given. It is therefore the earnest desire of the writer that all traffic managers make known their objections to the plan, in whole or in part, as the comments received will greatly assist in preparing a permanent program to be presented to the various state Research Commissions, as outlined in the Texas resolution.

Surely, the members of the profession who believe in a professional status for traffic management but are not willing to lend a hand in obtaining legal recognition or a higher status for the profession should realize that active traffic managers such as Messrs. Hill, Hoel, Hale, Manning and Morrow, who are actively engaged in propagating professionalization of traffic management, could likewise say "I believe in it, but let George do it." But these gentlemen are of the opinion that believing without works or action is dead. The Traffic Managers' Institute babies have all died from inactivity on the part of the members of the profession in the past. However, reports from numerous states and the general acceptance of the state legal recognition program has caused many to believe that what has been a half-way trade is now in the process of becoming a legally recognized profession.

Is Recognition Merited?

Is traffic management worthy of the recognition accorded the professions listed by Mr. Hill as the BIG TEN? I consider the following resolution one of the best answers that can be given to this question:

"WHEREAS, it has long been known that the rates, rules and regulations applicable to transportation are complicated and require many years of study and experience to properly manipulate and administer; and

"WHEREAS, since years of study and experience are required to become a proficient traffic manager in industrial work for commercial concerns, or an expert in one or more phases for rail, truck, or water carriers, the sentiment prevails that the people engaged in this line of work are fully justified and amply warranted in desiring a professional status and legal recognition; and

"WHEREAS, the membership of Phi Alpha Gamma Upsilon have made and are making efforts to fit themselves to do justice to the profession and would unquestionably be benefited by such recognition; and

(Concluded on page 80)

Factories ON THE MOVE

JOHN MORRELL & CO., Ottumwa, Ia., canned goods and meat packers, is reported arranging for the construction and operation of a soy bean meal processing plant.

Apte Brothers Canning Co., Miami, Fla., plans new branch food processing and canning plant at Glennville, Ga.

Hinde & Dauch Paper Co., 3400 East Biddle St., Baltimore, Md., has leased property at Lenoir, N. C., for new branch plant. Headquarters are at Sandusky, Ohio.

Chance Vought Aircraft Division has announced removal from East Hartford to Stratford, Conn., within next few months. About 900 men are employed in the Chance Vought division at East Hartford. In Stratford it will occupy jointly with the Sikorsky Aircraft Division, the present Sikorsky factory. The Hamilton standard propellers division in East Hartford will be moved to the vacated Chance Vought plant, and the Pratt & Whitney engine division will be expanded to occupy the present Hamilton standard plant, which adjoins the engine plant.

The **Resistoflex Corp.**, of New York City, manufacturer of flexible tubings and couplings, has leased a plant to be built on Federal Avenue, adjoining the Erie R. R., Belleville, N. J. The lease contains an option to purchase the property at any time. Construction of the first three building units will be started immediately. The initial project will occupy 18,000 sq. ft., and 75 persons are scheduled to be employed when the unit is completed on June 1. Two additional similar units are expected to be completed by next December.

Liquid Carbonic Co., Chicago, has announced completion of negotiations for purchase of the assets and business of **Wall Chemicals, Inc.**, with plants in Chicago, Detroit and Buffalo. Terms of the purchase were not stated. The company is a large manufacturer and distributor of soda fountains and carbonic gases and the purchase marks the firm's expansion into the oxygen manufacturing field.

William A. Rogers cutlery plant will be moved from Northampton, Mass. to Oneida, N. Y.

George H. McFadden & Bro., oldest and second largest cotton firm in the world, is moving its headquarters and general offices from Houston, Tex. to Memphis, Tenn., and will be fully established in the new location in time for opening of the cotton season Aug. 1. The company will occupy the building at 100 South Front, jointly with **McFadden & Oates** and the **Tri-State Compress Co.**, with both of which it is affiliated. The building will be completely remodeled at a cost of about \$50,000. **John W. Geary, Jr.**, member of the firm, has already moved with his family from Houston.

American Cyanamid & Chemical Corp., 30 Rockefeller Plaza, New York, has let general contract for new buildings and modernization of existing structures at plant site, Georgetown, S. C., where company recently acquired about 72-acre tract with buildings. New plant will produce sulphate of alumina and allied

specialties. Cost over \$400,000 with equipment. Additional units will be built later.

Royal Typewriter Co., 2 Park Ave., New York, has let general contract for new three-story and basement plant on Park Ave., Montreal, for Canadian subsidiary. **Royal Typewriter Co., Ltd.**, 731 Bourget St., Montreal, for parts production and assembling. Cost close to \$150,000 with equipment.

North American Refining Co., Shelby, Mont., has approved plans for new oil refinery at Chinnok, Mont., with steel tank storage and distributing facilities, power house, pumping station and other structures. **A. H. Dorn**, Chinook, secretary, is in charge.

W. F. Hirschman Co., Inc., Jackson Bldg., Buffalo, N. Y., manufacturer of mechanical fans, blowers, ventilators, etc., with plant at Le Roy, N. Y., has purchased two-story building at 259 East 134th St., New York, for new factory branch, storage and distributing plant.

Julien P. Friez & Sons, Div. of Bendix Aviation Corp., 4 No. Central Ave., Baltimore, manufacturer of aeronautical and other scientific instruments and parts, has acquired about 18 acres on Joppa Road, Towson, for new plant. Main unit will be one-story, and several smaller structures. When completed, present works will be removed to new location and capacity increased. Cost about \$500,000 with machinery.

Farnsworth Television & Radio Corp., 127 East Mermaid Lane, Philadelphia, recently organized to succeed **Farnsworth Television, Inc.**, same address, is concluding negotiation for acquisition of plant of **General Household & Utilities Corp.**, Marion, Ind., manufacturer of radio apparatus, and for business and plant of **Capehart, Inc.**, Fort Wayne, Ind., manufacturer of custom-built radios and talking machines. Both plants will be occupied by purchasing company, which will increase output and install additional equipment for production of television and radio sets and equipment.

L. A. Young Spring & Wire Co., 9200 Russell St., Detroit, has arranged for lease of one-story building for new branch plant at 66th Place and Oak Park Ave., Chicago. Cost close to \$100,000 with equipment.

Guaranteed Parts Co., Inc., Union Springs, N. Y., manufacturer of automobile parts, has purchased former factory of **Fairhouse, Inc.**, near Seneca Falls, N. Y., and will remodel for branch plant. Main offices are at 250 W. 54th St., New York.

Medford Upholstery, Inc., Mt. Holly, N. J., which was known as the **Continental Upholsterers' Furniture Co.**, prior to its removal from Philadelphia last October, has announced it will reopen its former plant at Chestnut & 2nd Sts., Philadelphia, within the next 2 mos., and re-hire 25 employees thrown out of work when the business moved to New Jersey.

The U. S. Government has selected as the site for the Eastern territory research laboratory, to be built at a cost of \$1,000,000, the 32-acre **Winoga stock farm** in Springfield Township, **Montgomery Co.**, Philadelphia area, which was owned by the late **E. T. Stotesbury**.

(Concluded on page 59)

MILEAGE CHART

Navigable Inland Waterways



**SHIPPING
HANDLING
WAREHOUSING
DISTRIBUTION**

Fractions of miles eliminated. These figures based on 1935 Government Light list. Copyright, 1937 by Union Barge Line Corporation.

OHIO RIVER

		Pittsburgh, Pa.	East Liverpool, Ohio	Weirton, W. Va.	Steubenville, Ohio	Wheeling, W. Va.	Marietta, Ohio	Parkersburg, W. Va.	Point Pleasant, W. Va.	Huntington, W. Va.	Ashland, Ky.	Ironton, Ohio	Portsmouth, Ohio	Cincinnati, Ohio	Louisville, Ky.	Owensboro, Ky.	Evansville, Ind.	Paducah, Ky.	Cairo, Ill.	St. Louis, Mo.
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Pittsburgh, Pa.	1		44	62	68	91	172	185	265	308	323	327	356	470	604	757	792	934	981	1161
East Liverpool, Ohio	2	44		19	25	47	128	141	222	265	279	284	313	427	560	713	749	891	938	1118
Weirton, W. Va.	3	62	19		6	29	110	123	203	246	261	265	294	408	542	695	730	872	919	1099
Steubenville, Ohio	4	68	25	6		23	104	117	197	240	255	259	288	402	536	689	724	866	913	1093
Wheeling, W. Va.	5	91	47	29	23		81	94	175	218	232	237	266	380	513	666	702	844	891	1071
Marietta, Ohio	6	172	128	110	104	81		13	94	136	151	155	184	298	432	585	620	763	809	989
Parkersburg, W. Va.	7	185	141	123	117	94	13		81	124	138	143	172	286	419	572	608	750	797	977
Point Pleasant, W. Va.	8	265	222	203	197	175	94	81		43	57	62	91	205	338	491	527	669	716	896
Huntington, W. Va.	9	308	265	246	240	218	136	124	43		14	19	48	162	296	448	484	626	673	853
Ashland, Ky.	10	323	279	261	255	232	151	138	57	14		5	33	148	281	434	470	612	658	838
Ironton, Ohio	11	327	284	265	259	237	155	143	62	19	5		29	143	277	429	465	607	654	834
Portsmouth, Ohio	12	356	313	294	288	266	184	172	91	48	33	29		114	248	401	436	578	625	805
Cincinnati, Ohio	13	470	427	408	402	380	298	286	205	162	148	143	114		134	286	322	464	511	691
Louisville, Ky.	14	604	560	542	536	513	432	419	338	296	281	277	248	134		153	189	331	377	557
Owensboro, Ky.	15	757	713	695	689	666	585	572	491	448	434	429	401	286	153		35	178	225	405
Evansville, Indiana	16	792	749	730	724	702	620	608	527	484	470	465	436	322	189	36		142	189	369
Paducah, Ky.	17	934	891	872	866	844	763	750	669	626	612	607	578	464	331	178	142		47	227
Cairo, Ill.—Mouth of Ohio River	18	981	938	919	913	891	809	797	716	673	658	654	625	511	377	225	189	47		180
St. Louis, Mo.	19	1161	1118	1099	1093	1071	989	977	896	853	838	834	805	691	567	405	369	227	180	
Grafton, Ill.	20	1199	1156	1137	1131	1109	1027	1015	934	891	876	872	843	729	595	443	407	265	218	38
Keokuck, Iowa	21	1345	1301	1283	1277	1254	1173	1160	1079	1037	1022	1018	989	875	741	588	553	410	364	184
Burlington, Iowa	22	1385	1341	1323	1317	1294	1213	1200	1120	1077	1062	1058	1029	915	781	628	593	451	404	224
Rock Island, Ill.	23	1463	1420	1401	1395	1373	1292	1279	1198	1155	1141	1136	1107	993	860	707	671	529	482	302
Davenport, Iowa	24	1463	1420	1401	1395	1373	1292	1279	1198	1155	1141	1136	1107	993	860	707	671	529	482	302
Dubuque, Iowa	25	1560	1517	1498	1492	1470	1389	1376	1295	1252	1238	1233	1204	1090	957	804	768	626	579	399
St. Paul, Minn.	26	1820	1777	1758	1752	1730	1648	1636	1555	1512	1498	1493	1464	1350	1216	1064	1028	886	839	659
Minneapolis, Minn.	27	1834	1791	1772	1766	1744	1662	1650	1569	1526	1511	1507	1478	1364	1230	1078	1042	900	853	673
Caruthersville, Mo.	28	1093	1050	1031	1025	1003	921	909	828	785	770	766	737	623	489	337	301	159	112	292
Memphis, Tenn.	29	1208	1165	1146	1140	1118	1036	1024	943	900	885	881	852	738	604	452	416	274	227	407
Helena, Ark.	30	1288	1244	1226	1220	1197	1116	1103	1022	980	965	961	932	818	684	531	496	353	307	487
Greenville, Miss.	31	1461	1417	1399	1393	1370	1289	1276	1195	1152	1138	1133	1105	990	857	704	668	526	480	660
Vicksburg, Miss.	32	1583	1539	1521	1515	1492	1411	1398	1317	1274	1260	1255	1227	1112	979	826	790	648	602	782
Natchez, Miss.	33	1687	1643	1625	1619	1596	1515	1502	1421	1379	1364	1360	1331	1217	1083	930	895	752	706	886
Baton Rouge, La.	34	1824	1781	1762	1756	1734	1652	1640	1559	1516	1501	1497	1468	1354	1220	1068	1032	890	843	1023
Plaquemine, La.	35	1844	1800	1782	1776	1753	1672	1659	1578	1536	1521	1517	1488	1374	1240	1087	1052	909	863	1043
New Orleans, La.—Canal Street	36	1956	1913	1894	1888	1866	1784	1772	1691	1648	1634	1629	1600	1486	1352	1200	1164	1022	975	1155
Morgan City, La.	37	2056	2013	1994	1988	1966	1884	1872	1791	1748	1734	1729	1700	1586	1452	1300	1264	1122	1075	1255
Lake Charles, La.	38	2216	2173	2154	2148	2126	2044	2032	1951	1908	1893	1889	1860	1746	1612	1460	1424	1282	1235	1415
Port Arthur, Texas	39	2246	2203	2184	2178	2156	2074	2062	1981	1938	1924	1919	1890	1776	1642	1490	1454	1312	1265	1445
Beaumont, Texas	40	2259	2216	2197	2191	2169	2087	2075	1994	1951	1937	1932	1903	1789	1655	1503	1467	1325	1278	1458
Galveston, Texas	41	2319	2275	2257	2251	2228	2147	2134	2054	2011	1996	1992	1963	1849	1715	1562	1527	1385	1338	1518
Houston, Texas	42	2359	2316	2297	2291	2269	2187	2175	2094	2051	2037	2032	2003	1889	1755	1603	1567	1425	1378	1558
Corpus Christi, Texas	43	2548	2504	2486	2480	2457	2376	2363	2283	2240	2225	2221	2192	2078	1944	1791	1756	1614	1567	1747
McKeesport, Pa.	44	15	59	77	83	106	187	200	281	324	338	343	371	486	619	772	808	950	996	1176
New Kensington, Pa.	45	19	63	81	87	110	191	204	284	327	342	346	375	489	623	776	811	953	1000	1180
Brackenridge, Pa.	46	23	67	85	91	114	195	208	288	331	346	350	379	493	627	780	815	957	1004	1184
Morgantown, W. Va.	47	101	144	163	169	191	273	285	366	409	423	428	457	571	705	857	893	1035	1082	1262
Fairmont, W. Va.	48	127	170	189	195	217	299	311	392	435	449	454	483	597	731	883	919	1061	1108	1288
Zanesville, Ohio	49	247	204	185	179	157	75	87	168	211	225	230	259	373	507	659	695	837	884	1064
Charleston, W. Va.	50	324	281	262	256	234	152	140	59	101	116	120	149	263	397	550	585	727	774	954
Nashville, Tenn.	51	1113	1070	1051	1045	1023	941	929	848	805	791	786	757	643	509	357	321	207	253	433
Peoria, Ill.	52	1362	1318	1300	1294	1271	1190	1177	1096	1053	1039	1034	1006	891	758	605	569	427	381	201
Chattanooga, Tenn.	53	1397	1353	1335	1329	1306	1225	1212	1131	1088	1074	1069	1041	926	793	640	604	466	512	692
Chicago, Ill.—Lake Michigan	54	1526	1483	1464	1458	1436	1354	1342	1261	1218	1203	1199	1170	1056	922	770	734	592	545	365
Kansas City, Mo.	65	1554	1510	1492	1486	1463	1382	1369	1288	1245	1231	1226	1198	1083	950	797	761	619	573	393
Knoxville, Tenn.	56	1581	1537	1519	1513	1490	1409	1396	1315	1272	1258	1253	1225	1110	977	824	788	650	696	876
Monroe, La.	57	1966	1922	1904	1898	1875	1794	1781	1700	1658	1643	1639	1610	1496	1362	1209	1174	1031	985	1165

UPPER MISSISSIPPI RIVER										LOWER MISSISSIPPI RIVER										LOUISIANA AND TEXAS INTRACOASTAL WATERWAY Via Harvey, La.										
Cairo, Ill.	St. Louis, Mo.	Grafton, Ill.	Keokuck, Iowa	Burlington, Iowa	Rock Island, Ill.	Davenport, Iowa	Dubuque, Iowa	St. Paul, Minn.	Minneapolis, Minn.	Caruthersville, Mo.	Memphis, Tenn.	Helena, Ark.	Greenville, Miss.	Vicksburg, Miss.	Natchez, Miss.	Baton Rouge, La.	Plaquemine, La.	New Orleans, La.	Morgan City, La.	Lake Charles, La.	Port Arthur, Texas	Beaumont, Texas	Galveston, Texas	Houston, Texas	Corpus Christi, Texas	McKeesport, Pa.	New Kensington, Pa.	Brackenridge, Pa.	Morgantown, W. Va.	
18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	
981	1161	1199	1345	1385	1463	1463	1560	1820	1834	1093	1208	1288	1461	1583	1687	1824	1844	1956	2056	2216	2246	2259	2319	2359	2548	15	19	23	101	
938	1118	1156	1301	1341	1420	1420	1517	1777	1791	1050	1165	1244	1417	1539	1643	1781	1800	1913	2013	2173	2203	2216	2275	2316	2504	59	63	67	144	
919	1099	1137	1283	1323	1401	1401	1498	1758	1772	1031	1146	1226	1399	1521	1625	1762	1782	1894	1994	2154	2184	2197	2257	2297	2486	77	81	85	163	
913	1093	1131	1277	1317	1395	1395	1492	1752	1765	1025	1140	1220	1393	1515	1619	1756	1776	1888	1988	2148	2178	2191	2251	2291	2470	83	87	91	169	
891	1071	1109	1254	1294	1373	1373	1470	1730	1744	1003	1118	1197	1370	1492	1596	1734	1753	1866	1966	2126	2156	2169	2228	2269	2457	106	110	114	191	
809	989	1027	1173	1213	1292	1292	1389	1648	1662	921	1036	1116	1289	1411	1515	1652	1672	1784	1884	2044	2074	2087	2147	2187	2376	187	191	195	273	
797	977	1015	1160	1200	1279	1279	1376	1636	1650	909	1024	1103	1276	1398	1502	1640	1659	1772	1872	2032	2062	2075	2134	2175	2363	200	204	208	285	
716	896	934	1079	1120	1198	1198	1295	1555	1569	828	943	1022	1195	1317	1421	1559	1578	1691	1791	1951	1981	1994	2054	2094	2283	281	284	288	366	
673	853	891	1037	1077	1155	1155	1252	1512	1526	785	900	980	1152	1274	1379	1516	1536	1648	1748	1908	1938	1951	2011	2051	2240	324	327	331	409	
658	838	876	1022	1062	1141	1141	1238	1498	1511	770	885	965	1188	1260	1364	1501	1521	1634	1734	1893	1924	1937	1996	2037	2225	338	342	346	423	
654	834	872	1018	1058	1136	1136	1233	1493	1507	766	881	961	1133	1255	1360	1497	1517	1629	1729	1889	1919	1932	1992	2032	2221	343	346	350	428	
625	805	843	989	1029	1107	1107	1204	1464	1478	737	852	932	1105	1227	1331	1468	1488	1600	1700	1860	1890	1903	1963	2003	2192	371	375	379	457	
511	691	729	875	915	993	993	1090	1350	1364	623	738	818	990	1112	1217	1354	1374	1486	1586	1746	1776	1790	1850	1890	2078	486	489	493	571	
377	557	595	741	781	860	860	957	1216	1230	489	604	684	857	979	1083	1220	1240	1352	1452	1612	1642	1655	1715	1755	1944	619	623	627	705	
225	405	443	588	628	707	707	804	1064	1078	337	452	531	704	826	930	1068	1087	1200	1300	1460	1490	1503	1562	1603	1791	772	776	780	857	
189	369	407	553	593	671	671	768	1028	1042	301	416	496	668	790	895	1032	1052	1164	1264	1424	1454	1467	1527	1567	1756	808	811	815	893	
47	227	265	410	451	529	529	626	886	900	159	274	353	526	648	752	890	909	1022	1122	1282	1312	1325	1385	1425	1614	950	953	957	1035	
180	180	218	364	404	482	482	579	839	853	112	227	307	480	602	706	843	863	975	1075	1235	1265	1278	1338	1378	1567	996	1000	1004	1082	
218	38	38	184	224	302	302	399	659	673	292	407	487	660	782	886	1023	1043	1155	1255	1415	1445	1458	1518	1558	1747	1176	1180	1184	1262	
			146	186	264	264	361	621	635	330	445	525	698	820	924	1061	1081	1193	1293	1453	1483	1496	1556	1596	1785	1214	1218	1222	1300	
364	184	146		40	119	119	216	475	489	476	591	671	843	965	1070	1207	1227	1339	1439	1599	1629	1642	1702	1742	1931	1360	1364	1368	1446	
404	224	186	40		79	79	176	435	449	516	631	711	883	1006	1110	1247	1267	1379	1479	1639	1669	1682	1742	1782	1971	1400	1404	1408	1486	
482	302	264	119	79			0	97	357	371	594	709	789	962	1084	1188	1326	1345	1458	1558	1717	1748	1761	1820	1861	2049	1479	1482	1486	1564
482	302	264	119	79	0		97	357	371	594	709	789	962	1084	1188	1325	1345	1458	1558	1717	1748	1761	1820	1861	2049	1479	1482	1486	1564	
579	399	361	216	176	97	97		260	274	691	806	886	1059	1181	1285	1422	1442	1555	1655	1814	1845	1858	1917	1958	2146	1576	1579	1583	1661	
839	859	821	475	435	357	357	260		14	951	1066	1146	1319	1441	1545	1682	1702	1814	1914	2074	2104	2117	2177	2217	2406	1836	1839	1843	1921	
853	673	635	489	449	371	371	274	14		965	1080	1160	1333	1455	1559	1696	1716	1828	1928	2088	2118	2131	2191	2231	2420	1849	1853	1857	1935	
112	292	324	1070	1110	1188	1188	1285	1545	1559	594	709	789	962	1084	1188	1326	1345	1458	1558	1717	1748	1761	1820	1861	2049	1479	1482	1486	1564	
227	407	445	591	631	709	709	806	1066	1080	115	115	195	368	490	594	731	751	863	963	1123	1153	1166	1226	1266	1455	1108	1112	1116	1194	
307	487	525	671	711	789	789	886	1146	1160	195	80	80	253	375	479	616	636	748	848	1008	1038	1051	1111	1151	1340	1223	1227	1231	1309	
480	660	698	843	883	962	962	1059	1319	1333	368	253	173		122	226	364	383	496	596	756	786	799	858	899	1087	1476	1480	1484	1561	
602	782	820	965	1006	1084	1084	1181	1441	1455	490	375	295		122	104	241	261	374	474	634	664	677	736	777	965	1598	1602	1606	1683	
706	886	924	1070	1110	1188	1188	1285	1545	1559	594	479	399	226	104		137	157	269	369	529	559	572	632	672	861	1702	1706	1710	1788	
843	1023	1061	1207	1247	1325	1325	1422	1682	1696	731	616	536	364	241	137		20	132	232	392	422	435	495	535	724	1839	1843	1847	1925	
863	1043	1081	1227	1267	1345	1345	1442	1702	1716	751	636	556	383	261	157	20		112	212	372	402	415	475	515	704	1859	1863	1867	1945	
975	1155	1193	1339	1379	1458	1458	1555	1814	1828	863	748	668	496	374	269	132	112		106	266	296	309	369	409	598	1972	1975	1979	2057	
1075	1255	1293	1439	1479	1558	1558	1655	1914	1928	963	848	768	596	474	369	232	212	106		160	190	203	263							

MISCELLANEOUS RIVERS

	Brackenridge, Pa.	Morgantown, W. Va.	Fairmont, W. Va.	Zanesville, Ohio	Charleston, W. Va.	Nashville, Tenn.	Peoria, Ill.	Chattanooga, Tenn.	Chicago, Ill.	Kansas City, Mo.	Knoxville, Tenn.	Monroe, La.
	46	47	48	49	50	51	52	53	54	55	56	57
9	23	101	127	247	324	1113	1362	1397	1526	1554	1581	1966
3	67	144	170	204	281	1070	1318	1353	1483	1510	1537	1922
1	85	163	189	185	262	1051	1300	1335	1464	1492	1519	1904
7	91	169	195	179	256	1045	1294	1329	1458	1486	1513	1898
0	114	191	217	157	234	1023	1271	1306	1436	1463	1490	1875
1	195	273	299	75	152	941	1190	1225	1354	1382	1409	1794
4	208	285	311	87	140	929	1177	1212	1342	1369	1396	1781
4	288	366	392	168	59	848	1096	1131	1261	1288	1315	1700
7	331	409	435	211	101	805	1053	1088	1218	1245	1272	1658
2	346	423	449	225	116	791	1039	1074	1203	1231	1258	1643
6	350	428	454	230	120	786	1034	1069	1199	1226	1253	1639
5	379	457	483	259	149	757	1006	1041	1170	1198	1225	1610
9	493	571	597	373	263	643	891	926	1056	1083	1110	1496
0	627	705	731	507	397	509	758	793	922	950	977	1362
6	780	857	883	659	550	357	605	640	770	797	824	1209
	815	893	919	695	585	321	569	604	734	761	788	1174
	957	1035	1061	837	727	207	427	466	592	619	650	1031
	1004	1082	1108	884	774	253	381	512	545	573	696	985
	1184	1262	1288	1064	954	433	201	692	365	393	876	1165
	1222	1300	1326	1102	992	471	163	730	327	400	914	1203
	1368	1446	1472	1248	1138	617	308	876	473	546	1060	1349
	1408	1486	1512	1288	1178	657	349	916	513	586	1100	1389
	1486	1564	1590	1366	1256	736	427	995	591	664	1179	1467
	1486	1564	1590	1366	1256	736	427	995	591	664	1179	1467
	1583	1661	1687	1463	1353	833	524	1092	688	761	1276	1564
	1843	1921	1947	1723	1613	1092	784	1352	948	1021	1535	1824
	1857	1935	1961	1737	1627	1106	798	1365	962	1035	1549	1838
	1116	1194	1220	996	886	365	493	624	657	685	808	873
	1231	1309	1335	1111	1001	480	608	739	772	800	923	758
	1311	1389	1415	1191	1081	560	687	819	852	879	1003	678
	1484	1561	1587	1363	1254	733	860	992	1025	1052	1176	505
	1606	1683	1709	1485	1376	855	982	1114	1147	1174	1298	383
	1710	1788	1814	1590	1480	959	1086	1218	1251	1278	1402	279
	1847	1925	1951	1727	1617	1096	1224	1355	1388	1416	1539	285
	1867	1945	1971	1747	1637	1116	1243	1375	1408	1435	1559	304
	1979	2057	2083	1859	1749	1228	1356	1488	1520	1548	1672	417
	2079	2157	2183	1959	1849	1328	1456	1588	1620	1648	1772	517
	2239	2317	2343	2119	2009	1488	1616	1747	1780	1808	1931	677
	2269	2347	2373	2149	2039	1518	1646	1778	1810	1838	1962	707
	2282	2360	2386	2162	2052	1531	1659	1791	1823	1851	1975	720
	2342	2420	2446	2222	2112	1591	1719	1850	1883	1911	2034	780
	2382	2460	2486	2262	2152	1631	1759	1891	1923	1951	2075	820
	2571	2649	2675	2451	2341	1820	1948	2079	2112	2140	2263	1009
38	85	111	263	339	1129	1377	1412	1541	1569	1596	1981	
4	120	146	266	343	1132	1381	1416	1545	1573	1600	1985	
	124	150	270	347	1136	1385	1420	1549	1577	1604	1989	
124	26	348	425	1214	1462	1497	1627	1654	1681	2067		
150	26	374	451	1240	1488	1523	1653	1680	1707	2093		
270	348	374	227	1016	1264	1299	1429	1456	1483	1869		
347	425	451	227	906	1155	1190	1319	1347	1374	1759		
	1136	1214	1240	1016	906	634	669	798	826	853	1238	
1385	1462	1488	1264	1155	634	893	893	164	563	1077	1365	
1420	1497	1523	1299	1190	669	893	1057	1085	184	1497		
1549	1627	1653	1429	1319	798	164	1057	727	1241	1530		
1577	1654	1680	1456	1347	826	563	1085	727	1269	1557		
1604	1681	1707	1483	1374	853	1077	184	1241	1269	1681		
989	2067	2093	1869	1759	1238	1365	1497	1530	1557	1681		

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ALLIED VAN LINES ENLARGES SERVICE SCOPE

Marion W. Niedringhaus, New President and Administrative Head, in Interview Explains How This Ever-Expanding Van Operating Service Is Planning to Widen Its Assistance to Shippers

A STEADILY increasing demand for motor van service in the transportation of household goods shipments has resulted in the development of Allied Van Lines to a point where that nationwide affiliation of storage and moving firms is now handling a gross volume of business larger than any other single van line in the country.

In a short 10 yrs. this phenomenal growth has taken place, since it was in 1929 that Allied Van Lines became incorporated by the National Furniture Warehousemen's Assn., the 20-yr. old trade group made up of household goods warehouse firms.

Keeping pace with its ever-expanding activities, Allied Van Lines, at its tenth annual meeting in Dallas, Texas, early in February, redesignated the duties of its officers and placed considerably more administrative responsibilities on their shoulders than has formerly prevailed.

Marion W. Niedringhaus, president of the General Van & Storage Co., St. Louis, Missouri, was elected to serve Allied Van Lines as president and administrative head of the long distance moving organization. Assisting him will be two members elected to serve as an Executive Committee. These are: S. J. Beauchamp, Jr., president of the Terminal Van & Storage Co., Little Rock, Ark., and Oscar W. Thomase, secretary-treasurer, A-B-C Fireproof Warehouse Co., Kansas City, Mo. Mr. Beauchamp also was elected to the position of secretary of the corporation. These three men are charged with the responsibility of determining Allied policies, and assisting the A. V. L. general manager, Wilson Collin, in arriving at authoritative decisions bearing on timely administrative developments as they occur.

"Is this increased responsibility you have assumed, going to be of interest to traffic managers?" Marion Niedringhaus was queried by a *DandW* reporter shortly after he had assumed his new duties.

"In my opinion, yes. And this is why," the new president of Allied Van Lines explained, "By authorizing our Executive Committee to assume greater initiative in the administrative and policy-making phases of Allied's functioning, our board of directors has materially augmented the facilities of this organization. That, in itself, will reflect to the advantage of both the shipper and Allied.

"There are many services an organization such as ours may pro-

bership can provide helpful *personal* services to the shipper.

"For instance, since our agent-members are all active businessmen in their home communities, closely identified with civic movements, we are encouraging them to be watchful for opportunities to assist Allied customers in becoming better settled in their new communities. This may take the form of so simple a matter as explaining local residential trends, rentals, and preferred neighborhoods in which to seek a suitable new home.

"In our public relations program we are urging our agent-members to take even greater cognizance of opportunities for offering consultation and advice, without obligation, to shippers who find the details of transporting household goods a complex matter. With tariffs, interstate regulations, and insurance coverage cited as but a few of the details requiring attention, you can appreciate how desirable advisory assistance may become.

"There are a number of phases of Allied's operation of which we are very proud and which we shall incorporate in our public relations program that is to be disseminated through our local agent-members. We sincerely believe that the insurance coverage provided our shippers is the most adequate and reliable that can be secured. We think our policy of settling claims promptly and satisfactorily has helped us keep many friends among traffic men as well as individual shippers. We know that both traffic men and individual shippers have found invaluable the nationwide warehouse facilities which our agent-members provide. Our rates are equitable since they are governed and prescribed by the Interstate Commerce Commission.

"I mention these few points about Allied service by way of partially explaining why our organization has become in so few years the largest long distance household goods moving system in existence today.

"In conclusion, might I say that as president of Allied Van Lines, I like to remember that shippers using our service are securing van transportation of their household goods—*plus!* Plus the aid at both ends of the haul of experienced warehousemen whose several hundred firms have long been established in their home cities. That, it seems to me, is a set-up well worth special recognition by traffic men."



MARION W. NIEDRINGHAUS

vide, other than the competent handling of long distance removals. One of the most important of these is the coordination of the vast purchasing power represented among our agent-members. This is a phase in Allied that has not been fully developed. Since the highly diversified buying requirements of our warehouse and moving group runs into the millions annually, a plan for directing and concentrating the purchasing power of agent-members will be a major point in our public relations program.

"Your readers who are identified with manufacturing plants will be interested to know that we plan to analyze our purchases from industrial concerns. By doing so, we will be in a position to more closely coordinate our purchases with our source of sales.

"In connection with certain plans for supplying our agent-members with selling aids and merchandising material for use in their local contacts, we intend to stress the various ways in which our mem-



How the pallet system permits handling and storage of larger units without wasting valuable space.



Handling sacked vegetables on pallets permits picking up and placing from 48 to 72 bags at a time.

How Straight Gas Electric Towmotors Are

LOWERING GROCERY WAREHOUSING COSTS

Certified Grocers had two aims; increasing capacity of existing warehouse and handling merchandise with less damage and faster. How new machines did it.

By HARM WHITE

TO IMPROVE efficiency and effect better economy in their Los Angeles plant, Certified Grocers of California had two aims:

1. To increase the capacity of the present warehouse.
2. To handle the merchandise faster, with less damage and at a lower cost per ton.

Merchandise handled in this plant consists primarily of cased grocery goods and 100-lb. bags of sugar. Three methods of handling were used. First, the incoming material was routed almost entirely by hand lift trucks. Second, the outgoing pickups were made with 2 ft. by 4 ft., four-wheel pickup trucks. With these units they collected their outgoing orders and stacked them alongside of four 80-ft. runs of roller conveyors at the shipping dock.

When the motor trucks backed up against the dock, the outgoing merchandise was rolled over the conveyor onto the trucks, which in turn transported the goods to the various stores.

High stacking at Certified Grocers resulted in economy of space.

The weakness in this method of operation lay in the handling of incoming goods phase. Unloaded from freight car and motor truck, the bags and cases were piled up, then re-piled on the hand lift

trucks. Taken to the warehousing area, stacking was entirely by hand. Obviously, full advantage could not be taken of the full height of the warehouse by hand stacking. And in the second hand-



ling phase, when the material left the plant, it had again to be handled by hand onto the four-wheel trucks.

The answer to solving these inefficiencies was found in the purchase of a straight gas-powered hydraulic Towmotor lift truck. Incoming merchandise is unloaded onto pallets. The fork truck picks up loaded pallets, takes them into the warehouse and stacks them. In fact, the most important operation of the lift truck is in stacking, although transportation to the stacks is a factor that has been improved. In order to stack merchandise higher, a telescopic type of truck was adopted, allowing both low and high stacking. And the truck and pallet system is used to supplement the former method of handling outgoing merchandise to the roller conveyor.

Operating Data

Length of haul in this case was approximately 75 ft. The truck has a lifting capacity of 3,000 lbs. or better, and average weight of load handled at Certified Grocers runs from 2,000 to 2,500 lbs. Merchandise is stacked to an average height of 12 ft. The number of pallets in use has been increased at the rate of about 100 a month. In another 6 or 8 mos., the company anticipates that they will be able to stack practically all mer-

chandise on pallets. By that time about 2,500 pallets will be in use.

The installation is interesting from another viewpoint. It was mentioned above that the average length of haul was 75 ft.—a remarkably short distance, it would ordinarily be considered, for the use of a straight gasoline-powered hydraulic lift truck. Until a few years ago, the prevailing impression regarding this type of unit was that they were designed and built primarily for manufacturing plants where less distance and more ample working space were inherent. The truck is operated in very narrow aisles, some of which are only 5 ft. wide. It also operates in a basement as well as on a second floor. The fire insurance rates have not been increased, because the management has provided for gasoline storage outside the plant. The accompanying photographs show the unit in operation. Fig. 1 shows pallet construction, demonstrating how the forks enter the hollow center of the pallet to completely avoid contact with the merchandise.

Added Safety

The added safety and better vision obtained with center control are also shown. Control levers for lifting the load or tilting the mast forward and backward are at the operator's right hand. This is also

true of the lever for controlling high speed in both forward and reverse.

How high stacking is accomplished at Certified Grocers is also illustrated. Here the operator is just getting ready to release the load in position, lower the mast slightly and back out with empty forks for another trip.

Brokers Use Trucks

Fletcher & Co., brokers for Chilled frozen foods, Los Angeles, Cal., have completed arrangements whereby refrigerated trucks will supply the line to a large group of distributors in Southern Cal. E. H. Schroeder is in charge of sales.

Southern Cal. distributors now equipped to serve the retail grocery trade regularly are the following: Armstrong Dairy, Beaumont; Big Bear Creamery, San Bernardino; Excelsior Creamery Co., Santa Ana; Fullerton, Anaheim, Long Beach; Grand View Creamery Co., Corona; Imperial Ice Cream Co., Pasadena; Lyon Creamery Co., Ltd., Riverside; Mountain View Dairies, Inc., Long Beach; Model Creamery, Inc., Redlands; Challenge Cream & Butter Assn., San Bernardino; Ontario-Upland Creamery, Ontario; Bream Ice Cream Co., North Hollywood; Frozenpure Ice Cream Co., Tucson, Ariz.

And Now Rail Tank Cars of Stainless Steel

FOR the transportation of bulk chemicals, columbium-bearing stainless steel in the construction of tank cars was recently introduced by the General American Transportation Corp. Approval for the use of this metal was obtained in accordance with the regulations providing that tank cars of new materials may be built only with the specific approval of the Tank Car Committee of the Association of American Railroads and of the Service Division of the Interstate Commerce Commission.

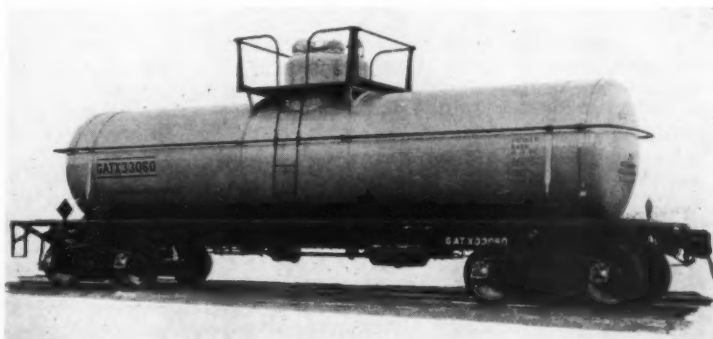
Preliminary tests demonstrated that welded columbium-bearing stainless steel would retain its strength and would neither become corroded by chemicals nor contaminate them. The ability of these tank cars to maintain shipments of chemicals iron-free to the extent of one part or less per million is indeed a milestone in the progress of both the metallurgical and chemical industries.

Three 5,000-lb. shell plates, and deep-dished, single-piece heads are used in the construction of these

8,000-gal. stainless steel tanks. The assembled plates and heads are united by four circumferential welded seams and a set of staggered longitudinal seams. This welded construction assures freedom from leakage and provides a smooth interior surface with no overlapping edges or crevices that might give lodgement to contaminating substances. After welding, each tank was heated in a stress-relieving furnace at a temperature

lower than that for annealing in order to relieve any stresses that might have been set up during the welding process. Sandblasting and pickling were employed to remove any particles of free iron on the interior surface.

Before mounting, each completed tank was subjected to a series of physical tests far exceeding those required by the American Society of Mechanical Engineers Code for this class of work.



Personnel

Walter G. Kittel is no longer with A. K. Hamilton, sales agent for the Pennsylvania Industrial Alcohol, Inc., and a subsidiary of the Pennsylvania Sugar Co., Philadelphia. His successor is G. K. McLaughlin, Squibbs Bldg., New York City.

V. F. Moran, general traffic manager of Hecker Products, New York, at the time this company was absorbed by Lever Brothers, has assumed traffic duties for the latter company at its Baltimore branch.

M. A. Ries, formerly vice-president and general manager of Honor Brand Frosted Foods Corp., and Manuel Munoz, formerly with R. C. Williams & Co., have formed Ries-Munoz, Inc., to conduct a business as packers, agents and brokers specializing in quick frozen foods. Offices are at 105 Hudson St., New York, and at 9-10 Railway Approach, London Bridge, London, England.

D. W. Bailey, for several years past connected with Peter F. Reilly's Fireproof Warehouses, Brooklyn, N. Y., has resigned that connection to become associated with the Lincoln Warehouse Corp. of New York City. Mr. Bailey is well known in the warehouse industry, having formerly been connected with the Aero-Mayflower Transit Co., and having served as chairman of the Interstate Household Goods Movers Tariff Bureau for the last 2 yrs. He is at present secretary of the New York State Warehousemen's Assn., and will continue to serve in this capacity.

C. A. Welday, former National Bank examiner in the Twelfth Federal Reserve District, now assistant vice-president of the Lawrence Warehouse Co., has gone to Los Angeles to assume new duties in that area. According to A. T. Gibson, president of the Lawrence system, Mr. Welday was transferred from the company's Seattle and Portland office because of the recent rapid expansion of activities in the Los Angeles district. The company, which is one of the largest field warehousing concerns in the United States, operates to create commodity paper against large inventories of raw and finished materials.

J. W. Deininger has been appointed traffic manager of the Gardner-Richardson Co., Middletown, Ohio, due to the death of Thomas Costello, traffic manager.

Norbert J. Beez has been appointed traffic manager of the Jennison-Wright Co., Toledo, Ohio.

E. W. Ford, Baker & Williams, and Charles Milbauer, South 11th St. Warehouse Corp., have become chairmen in their respective cities, New York and Brooklyn, of the trucking and storage groups in the 1939 campaign of the Greater New York Fund to raise funds needed by the health and welfare agencies in the district. David L. Tilly, New York Dock Co., has been appointed vice-chairman of the Brooklyn Division.

At the recent election of officers of the Central Industrial District Assn. of Kansas City, C. C. Daniel, Sr., who had served as president of that association for 7 yrs., was elected honorary president, an outstanding honor and an honor conferred upon few individuals.

Milo W. Bekins has been elected a director of the Citizens National Trust & Savings Bank, Hollywood, Cal. Besides being the head of the Bekins Van & Storage Co., he is a member of the University Club and the Los Angeles and Bel Air Country Clubs. Active in civic affairs, he is a director of the Crescent Bay Council, Boy Scouts of America, member of the Forward Fund Committee, Los Angeles Chamber of Commerce,

and a past president of the Beverly Hills Chamber of Commerce, and a director and past president of the National Furniture Warehousemen's Assn.

Charles J. Blanck, treasurer of Blanck's Transfer & Storage Co., Pittsburgh, Pa., has been elected president of the Pennsylvania Furniture & Warehousemen's Assn.

K. K. Meisenbach, owner of American Transfer & Storage Co., Dallas, has just been appointed distributor for Barbarossa beer, which is manufactured in Cincinnati, Ohio, by the Red Top Brewing Co.

Oliver R. Pierce, former western sales manager of Conklin Pen Co., is now general sales manager of Gregory Fount-O-Ink Co., Los Angeles, Cal., succeeding Martin J. Bacon, resigned.

J. N. Black, assistant sales manager, has been promoted to general sales manager of the Parker Pen Co., Janesville, Wis.

Thomas Brusk, divisional manager in charge of import sales for the Schenley Distillers Corp., in the Middle Atlantic region, has been appointed national sales manager in charge of all domestic rums and brandies, Walter R. Greenlee, director of sales and advertising promotion, has announced. Mr. Brusk has been with the Schenley organization since 1934.

Allman Appointed V.P. and Director Public Relations Fruehauf

Leslie C. Allman has been appointed vice-president and director of public relations of Fruehauf Trailer Co., Detroit. Mr. Allman has been with the Fruehauf Co. for 10 yrs., previous to which he was in the advertising agency business. He joined the company as advertising and sales promotion manager, and these departments have been under his direction ever since.

The Fruehauf Co. has also appointed the following:

D. E. Cowdery, manager of the Grand Rapids branch. Mr. Cowdery has had over 20 yrs. experience with truck and trailer companies, and replaces H. L. Mudge who has been promoted to manager of the Cincinnati branch.

Earl Wright, branch manager for Denver. Mr. Wright has had 20 yrs. experience in transportation work with the International Harvester Co. Lewis H. Thomas, former manager of the Denver branch whom Mr. Wright succeeds, has been promoted to sales manager of the tank trailer division at the factory.

F. E. Boylan, regional manager in charge of Saulte Ste. Marie, Saginaw, Grand Rapids and Jackson, Mich., territories.

Adams, Sr., Retires From Union Term. C. S. Co., New York

T. A. Adams, Jr., president of Union Terminal Cold Storage Co., Inc., New York, N. Y., has announced the retirement of his father, T. A. Adams, Sr., from the active management of the company. Mr. Adams, Sr., was the founder of the company more than 30 yrs. ago, and built it up from a small beginning so that the Union Terminal Cold Storage Co., Inc., together with its subsidiaries, the Manhattan Refrigerating Co. and the Kings County Refrigerating Co., are one of the largest factors in the cold storage and refrigerator business in the United States.

Mr. Adams, Sr., the chairman of the board of directors, addressed a letter to the stockholders of the corporation in Jan., 1939, showing the growth of the company under his leadership, and asking that he be relieved from further activities in the management of the company because of his advanced years and failing health. At the annual meeting of stockholders in

January, all present unanimously granted his request, and not only voted him a resolution of appreciation for his outstanding services to the company, but also to the Warehousemen's Protective Committee, of which he is chairman. As a further mark of appreciation they voted him a retirement pension.

At the meeting of stockholders the following were elected directors: T. A. Adams, Jr., who has been president of the company for 8 yrs.; W. H. Mapes, president of Mapes Consolidated Mfg. Co.; John Q. Adams, vice-president of the company; J. Grougham Wallace, an officer of the Guaranty Trust Co.; R. A. Adams, another one of the founders and a vice-president of the company; Charles G. Witherspoon, chairman of the board of Baker Smith Co., and L. Paul Ahlers, of Carl Ahlers, Inc.

T. A. Adams, Jr., was re-elected president of the company, and L. Paul Ahlers was elected general manager. Mr. Ahlers was graduated from Dartmouth in 1928. For the last several years he has been actively engaged in the commodities market, in which he is well known. He will devote his entire time to his new duties.

In addition to R. A. Adams and J. Q. Adams, who were re-elected vice-presidents, Frank O'Hara, who has been well-known in the butter and egg trade, was also re-elected a vice-president of the company.

G. J. Hansen Confined to Hospital

Since our last issue went to press, we learn with regret that G. J. Hansen, president, Hansen Storage Co., Milwaukee, slipped on the ice and broke his pelvis bone. He will be confined to the Columbia Hospital, in Milwaukee, for at least 9 wks.

Mr. Hansen has long been one of the leading factors in the Wisconsin Warehousemen's Assn., and was president of that group for a number of years.

Ross Re-elected Head of Los Angeles W. A.

At the annual meeting of the Los Angeles Warehousemen's Assn., held at the Terminal Club, Los Angeles, on Feb. 8, Gordon Ross, manager, Overland Terminal Warehouse Co., was reelected president. Other officers reelected were: C. H. Smith, traffic manager, Davies Warehouse Co., vice-president; C. G. Munson, secretary and treasurer. Directors reelected, in addition to Messrs. Ross and Smith, were: H. H. Cremeens, manager Los Angeles Warehouse Co.; I. W. Hamilton, vice-president Pacific Commercial Warehouse, Inc., and Rowe Sanderson, secretary and treasurer Metropolitan Warehouse Co.

Charles J. White

CHARLES J. WHITE, retired supt. of the Bailey Warehouses, Delaware Ave. and South St., Philadelphia, and a veteran of the battle of Manila Bay in the Spanish-American war, died Feb. 25, at his home, 2008 Shunk St., Philadelphia. Mr. White retired 6 yrs. ago. For his services as a first-class seaman aboard Admiral Dewey's flagship Olympia, he was awarded a Congressional medal. He was a member of the Fleet Reserve Assn., Branch No. 1, and of the Dewey Congressional Medal Men.

Samuel N. Olsen

SAMUEL N. OLSEN, 68, secretary-treasurer of the H. & O. Cartage Co., Milwaukee, and formerly an officer of the Hansen Storage Co., died Feb. 11 at his home in Milwaukee. A native of Morris, Ill., Mr. Olsen had been a Milwaukee resident for 40 yrs., and

had served 2 terms as president of the Wisconsin Warehousemen's Assn.

Walter J. Northrup

WALTER J. NORTHRUP, 58, for the last 10 yrs. manager of the Lackawanna Terminal Warehouses, Inc., Jersey City, N. J., died March 25 at his home in Short Hills, N. J.

A native of Scranton, Pa., he entered the Lackawanna R. R. in the car service department at that city. He was named agent at Pier 13, North River, New York, in 1914, and the following year became agent at New York Transfer, Secaucus, N. J. In 1920 he was advanced to commercial agent at New Haven, Conn., 10 yrs. later being appointed to his last position.

He was a member of the Jersey City Chamber of Commerce and the Port of New York Warehousemen's Assn. Surviving are his widow and a daughter.

Frank A. Horne

FRANK ALEXANDER HORNE, president of the Merchants Refrigerating Co., New York City, died March 22, after confinement due to illness since last December. Mr. Horne, 70 yrs. old, has been president of the Merchants company since 1911. He was also vice-president of the East River Savings Bank, chairman of its bond committee and had been a trustee since 1917.

During the world war he was associated with the United States Food Administration, under Herbert Hoover, as chief of the cold storage division.



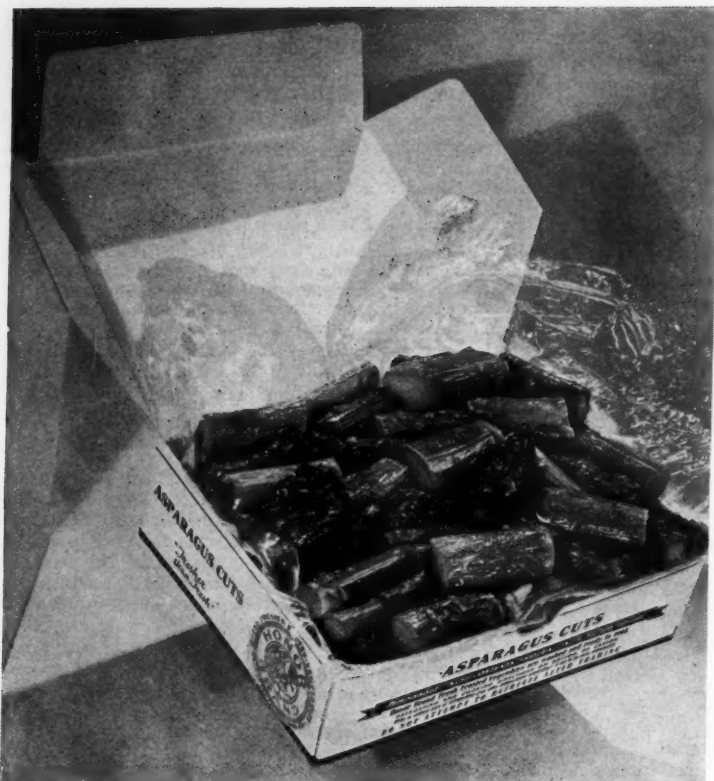
FRANK A. HORNE

Mr. Horne was considered one of the country's leading Methodist Episcopal laymen and was an advocate of inter-denominationalism.

He was born in Brooklyn, the son of the late Alexander and Ann Eliza Nash Horne. After graduation from high school, he joined the refrigeration concern as a junior clerk, from which post he worked his way up. From 1921 to 1922, he was chairman of the United States Appraisal Commission for Washington Market.

He was a trustee of Drew University, Madison, N. J., and Dickinson College, Carlisle, Pa. He held an honorary degree of Doctor of Commercial Science from Boston University. He was a member of the American Society of Refrigerating Engineers and the Institute du Froid, Paris, and past president of the American Institute of Refrigeration.

Mr. Horne is survived by his widow, the former Daisalie S. Place, of Brooklyn, whom he married in 1913.



Asparagus cuts as packed by Honor Brand.

Sixth and final article of a series dealing with

THE STORY OF QUICK FREEZING

By

DR. JACQUES C. MAGUITE

Marketing and Distribution Problems

SOUND marketing methods are one of the most necessary and essential measures in the distribution of quick frozen products.

The masses are not very familiar with the fundamental principles of quick-freezing even now, and for the most part are skeptical of the offers of retailers, who sometimes sell frosted foods, as quick-frozen, whereas, as a matter of fact, these products are the result of the slow freezing processes. This is a problem for some of the investors of large amounts in the development and distribution of quick freezing.

M. A. Corbett, the secretary of the National Distributors Assn., New York group, states:

"No one questions any more the superiority of quick-freezing as a practical method of preserving food, because consumers have found out that foods that are properly graded and quick-frozen are actually better than fresh. More and more housewives are learning that what seems to be a higher and luxury price on frosted foods in reality means that the price paid is for a higher concentration of clean, ready-to-cook produce. Speed and ease of preparation for the table, bringing a new leisure to

women in all walks of life, also accounts for the popularity of frozen foods.

"The industry has reached a point in its development where packers may now look forward to an increasingly receptive consumer market. But to take advantage of this opportunity, producers must consider, realistically, marketing conditions. The negative elements in merchandising policies, if ignored, will adversely affect the entire industry.

A Weak Foundation

"This situation, with its dangerous implications, is particularly applicable to distributors who have gone into the marketing of frosted foods during the past 2 yrs. The too enthusiastic manner in which producers and brand-owning distributors regarded the sudden upward curve in sales to wholesalers last year created a weak foundation for building a sound market.

"Competition of the right sort is the one thing the industry needs most to give quick-freezing a solid footing in the food industry. Competition will take frosted foods out of the luxury category in which many women still regard them. It will develop brand advertising with consequent added consumer in-

terest. Competition will force quality standards which no packer can ignore for long. It will bring expert marketing organizations into the business to take over quality packers who lack merchandising knowledge and facilities.

"But the frosted industry, in its efforts to inspire distributors' sales volume without at the same time considering basic distribution defects, has created serious trade problems that need to be adjusted. The present lack of mutual co-operation among producing and distributing groups preclude their seeing these problems clearly. One of the greatest handicaps to their solution is the wide difference of viewpoint among them: moreover, packer, wholesaler and retailer must be brought into closer physical relationship. Wholesalers question the economic wisdom of dealing through intermediary distributors. If the business is to enjoy uninterrupted expansion it is imperative that both groups seek some means of arresting the conditions which threaten recent gains.

"While there are many firms engaged in production, for the most part they have very little to do with the actual marketing of their products. This function is largely taken out of the packer's hands by distributors who own the various labels or brands under which frosted foods are sold. These distributors in turn sell their brands to



Quick-frozen pineapple rings in attractive containers

other distributors or wholesalers who are actually the first contact the retail dealer has with the frosted foods business. Everything the dealer is told about the business comes to him second or third hand.

"A prolongation of uneconomic trade practices has caused such lack of confidence among wholesalers as to discourage their continuance as important 'links' between packer and ultimate consumer. Yet these are the very 'links' the industry must encourage if it is to consolidate its gains on the present distribution front, to say nothing of expansion beyond existing frontiers.

"Quick-freezing, like canning, must be learned, and learning takes time. Failure of canners to realize their responsibility to pack top quality will bring chaos in distribution and resultant disrepute for frosted food in consumers' minds. The industry's salvation from this threat lies in cooperatively educating consumers to expect and demand only the highest quality when purchasing frosted foods, so that products that do not measure up will not drag the industry down with them.

"Retailers have raised the question of limiting products to items regarded by consumers as staples. They have had sufficient experience to know that the wide range of seldom-used products that distributors have saddled on them tends to reduce operating profit on items for which they have developed demand. Such experimenting at the dealers' expense also wastes valuable, limited cabinet space and results in a drag on the sales of staple frozen items.

"The gradual introduction of new foods which consumers have little knowledge of may be justifiably contemplated as housewives in all brackets adopt frosted foods. Meanwhile, it is an imposition to ask wholesalers and retailers to carry cash inventories of such experimental products—no matter how anxious distributors are to convert their own frozen inventories of such products into cash.

"To economically reach and impress the big middle class market, which has hardly been scratched, there are needed from 75,000 to 100,000 outlets. Today there are less than 5000 retailers in the coun-

try who are equipped to handle frosted foods. Reasonable production forecasts, essential to economical, stabilized production and pricing schedules, are today hazards at best, due to inability of packers to know the probable extent of their market.

Cabinet Sales

"Some distributors have been influencing factors in cabinet sales to retailers, regarding this activity as one that holds promise of profit over and above profits made on frosted foods. They take the view that equipment manufacturers who cooperate with them in obtaining new outlets are under obligation to pay them a commission on all sales made in connection with the brand they distribute. Cabinet manufacturers, on the other hand, feel that they can best assist in the growth of distribution by training their own sales organizations to sell and push the various brands seeking outlets. They feel that the placing of experienced sales personnel at the disposal of the distributors, participation in local food shows, trade paper advertising and other forms of dealer promotion, is compensation enough for the 'privilege' of promoting the distributors' business.

"Storage cabinets which dealers have rented or purchased are but makeshifts converted from the ice cream industry where storage at low temperature is the main requirement. To succeed with frosted foods, retailers need more than mere storage and pretty pictures. Whether distributors agree or not,

the fact remains that frosted foods are directly competitive with fresh and canned foods. Fifteen cents from the housewife's dollar going to purchase a can of corn or a pound of peas is to that extent competitive with frosted foods, since the industry's objective is to convert consumers to the buying of such foods in a quick frozen state.

"The problem of finding a practical way to incorporate frosted foods in stronger competition with staple, fresh perishables, is now in a fair way of being met through engineering advances. This development will go a long way toward associating frosted foods in consumers' minds with staple produce. Visibly displayed, in direct competition with fresh merchandise will place shoppers under the influence of frosted foods, while developing the subtle suggestion that the products enjoy the same sale as standard produce—an important advantage in customer psychology.

"Packers who are so desperately attempting indiscriminate retail distribution of their products through the comparatively few existing outlets must realize that consumers are going to become brand conscious in connection with frosted foods. Impressive distribution of individual brands over a wide area cannot be either effected or sustained without a promotional program that will sell the product to that hypotenuse of the eternal triangle—the ultimate consumer. Wholesalers and retailers will be attracted to, and will push those brands whose owners do have such programs. As cabinet installations, free of brand restrictions, become more general, some packers will operate through their own distributing systems. Others will sell through wholesalers employing wagon-jobbing methods. Still others will pack private brands for wholesalers and voluntary groups attempting to compete with nationally or sectionally advertised products. Chains will stock the brands that local conditions seem to warrant, though they will certainly develop brands of their own.

"The institutional end of the business, as well as some part of the household field, will probably be localized as packing operations are set up in every section of the

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Fruit juices vacuum cold packed now on the market



IN THE *Cold Storage* FIELD

Large Part of Frozen Foods Produced by Co-Ops

According to J. A. Forehand, secretary of the Washington Packers, Inc., Sumner, Wash., 11 farmer cooperative organizations produce 12.4 per cent of the nation's total production of quick-frozen fruits and vegetables.

The 11 cooperatives that produced 28,000,000 lbs. of quick-frozen fruits and vegetables in 1937, are as follows: Apple Growers' Assn., Hood River, Ore., 290,000 lbs.; California Fruit Growers' Exchange, Ontario, Cal., orange juice 586,098, lemon juice 186,867; Farm Bureau Fruit Products Co., Lansing, Mich., 1,300,000; Fruit Growers' Cooperative, Sturgeon Bay, Wis., 2,000,000; Gresham Berry Growers, Inc., Gresham, Ore., 5,400,000; South Haven Fruit Exchange, South Haven, Mich., 540,000; Springbrook Packing Co., Cooperative, Springbrook, Ore., 240,800; Stayton Canning Co., Cooperative, Stayton, Ore., 500,000; Washington Cannery Co-operative, Vancouver, Wash., 1,500,000; Washington Packers, Inc., Sumner, Wash., 9,750,000, and Cherry Growers Packing Co., Traverse City, Mich., 6,000,000 lbs.

Hershey Marks Extensive Growth at Seattle

Seven years of steady progress in the frozen foods field is being reviewed this year by officers of the Hershey Packing Corp. at Seattle, Wash., handling vegetables and berries. From the first carload shipment of Hershey there has grown in the pea-processing field alone an industry of more than 10,000,000 lbs.

Frozen Food Men Want More Promotional Work

At the recent meeting of the frozen foods industry in Chicago, Fred Scott, chairman of the National Food Distributors Assn. which called the meeting, said, "We must form an organization that will furnish a platform for our industry to get together to promote frozen foods but our promotion must have a backing-up of quality. There is a law in Michigan, Pennsylvania and several other states requiring the frozen foods industry to mark our products 'cold storage.' These laws are not being enforced but can be. It is up to us to organize to get the various state legislatures to enforce only that legislation which is favorable to our industry."

It was brought out at the meeting that a great promotional campaign sponsored by the entire frozen food industry was necessary if it expected to continue to grow and take a leading place in the food field. First of this promotional work will be seen at the San Francisco Golden Gate Exposition next summer, when an extensive exhibit of frozen foods will be on display.

It was also reported that packers have been rather lax as far as frozen fruits and vegetables are concerned, packing mostly the surplus that had accumulated after the other markets had been glutted in many instances. Consequently demand has been reduced by the often tasteless products that have been marketed. It was also stated that frozen fruits and vegetables can be marketed only at a time when fresh supplies are not available. To hold that market, it will be necessary for the packers to give the top in quality and pack.

Fish are the only frozen food products achieving any great popularity now. The packers have had good

sales of frozen peas and Lima beans but have had some difficulty with the quality packed. Berries have sold well when out of season.

Birds Eye Enters Wyoming

Frozen pack foods have made their first appearance in Wyoming at the Casper Commissary, Casper, Wyo., to retail Birds Eye frosted foods. A 24-ft. display case has been installed, and the store will handle a complete line of frozen vegetables, fruits, meats, fish and poultry products.

Cooperative and Gresham Berry Growers Unite

At a special meeting at Gresham, Ore., attended by approximately 400 berry growers, or about one-half the membership of the two overlapping organizations, the Cooperative Berry Growers, composed of producers and the Gresham Berry Growers, Inc., marketing agency for the Co-op, were united into one association, the Gresham Berry Growers, according to F. J. Becker, secretary. The reorganization was unanimously recommended by the 30 directors.

A new form of marketing contract is another provision of the reorganization. A new 3-yr. term is provided, after which, on the anniversary of each contract the grower or the association may terminate the contract upon written notice within 30 days prior to the anniversary. In event such notice is not received, the contract will be in force another year. The association has operated under a 6-yr. contract, renewable at termination.

Robert D. Mickey, C. T. Ryan and J. J. Fisher were elected trustees in transfer for the new association. Otherwise there were no changes in personnel.

Wyoming Freezer Operates

Wint Sensabaugh, Riverton, Wyo., largest grower of raspberries in Wyoming, has established the State's first processing plant for quick-frozen foods. In addition to a quick-freezing vault which maintains a temperature of 30 deg. below zero, he has established a storage plant to hold his products for release as the market demands. The only food he is processing is raspberries.

Montreal Refrigeration Shows \$30,530 Net Profit

Report of Montreal Refrigerating & Storage, Ltd., Montreal, and wholly owned subsidiaries, for the year ended Dec. 31, 1938, shows net profit of \$30,530 after interest, depreciation and provision for income taxes, equal to \$1.61 a share, no par, on 18,863 shares of \$3.00 cumulative preferred stock in arrears of dividends as at March 1, last, total of \$7.25 a share.

This compares with net profit of \$31,976, equal to \$1.70 a preferred share in the preceding period.

Current assets were \$174,831, and current liabilities \$21,525, compared with current assets of \$178,747 and current liabilities of \$25,485 as at Dec. 31, 1937. Balance sheet shows \$27,000 principal amount of first mortgage 6 per cent bonds reacquired during the year, leaving

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View of Dressed Poultry Display at the Fulton Market Cold Storage Co., Chicago

Chicago Cold Storage Group Holds Third Annual Dressed Poultry Show

THE Third Annual Dressed Poultry Show, sponsored by the Chicago Association of Refrigerated Warehouses and the Chicago Poultry Board, was held on Tuesday, Jan. 19, with exhibits at six of Chicago's cold storage houses. This annual show—one of the finest exhibits of dressed poultry ever displayed to the trade—attracted visitors from all parts of the United States, the attendance having been variably estimated as between 300 and 500 members of the industry.

The finished and workman-like displays showed that much careful planning had been done to make the show attractive and a success. Those participating in the exhibit were:

Central Cold Storage Co., featuring the theme of "Cold" in its decorations with artificial snow on the floor to blend with the freezing units and the temperatures of the room. Green was the color stressed and this with the boxed poultry produced a pleasing effect.

Monarch Refrigerating Co., with red and blue decorations to set off the exhibit, the white of the poultry and wrappings completing the patriotic theme. Special entertainment was provided for the visitors while they were in the exhibition room.

North American Cold Storage Co., in pink and purple, with wine-colored ribbon dividers for the boxes to emphasize the flesh-colored poultry. The columns were green, the labeling cards were black with silver lettering, and ferns decorated the boxes of poultry.

Six firms cooperated to present one of the finest exhibits ever

Fulton Market Cold Storage Co., where a gigantic rooster, nearly six feet high, greeted the visitors and walked gaily about outside the exhibition room, crowing from time to time and constantly opening his beak in comical yawning fashion. Here green predominated with each box of poultry set off by center fillings of brightly colored shredded cellophane.

Produce Terminal Cold Storage Co., where royal purple held sway, and this stately theme amplified by silver and gold trimmings extending around the room. There also was a display showing the growth from a baby chick to maturity. The chicks were of cotton, then followed a display of frozen broilers, fryers and roasters, a fowl and a turkey.

Chicago Cold Storage Warehouse Co., resplendent in a setting of balsam trees with gladiolas blossoming on the twigs. This rich green with a touch of red foliage interspersed here and there, made a good setting for the boxes of poultry exhibited.

One of the features of the show was the rapidity and ease with which the large number of visitors were moved from one exhibit to the next. Three double-decked buses were used for transporting the visitors on the tour, carrying them from one exhibit to the other according to a prearranged plan. At noon a Dutch lunch was served at

the Fulton Market Cold Storage Company's plant in the newly completed, glistening white, egg-breaking plant of E. Somerman & Sons. The lunch consisted of sandwiches, cheese, potato salad, cole slaw, olives, pickles, apple pie, coffee and beer.

After luncheon two more exhibits were viewed and the exciting day closed with a banquet at Hotel Sherman.

Act of God

THE expression "act of God" has been employed in various and broad senses by the higher courts, such as an "extraordinary convulsion of nature or a direct visitation of the elements," or an "accident produced by physical causes which are irresistible," and other such expressions of like nature.

In *Louisville and N. R. Co. v. Finlay et al.*, 185 So. 904, Alabama, the legal question arose: When is a flood, which destroys merchandise, an act of God which relieves common carriers from liability?

In this case a railway company refused to pay for damaged merchandise and proved that no flood had occurred for 65 yrs. equal to the one which destroyed the goods. In holding the company not liable, the court said:

"The question is, what notice or knowledge had the defendant (company) from which such an overflow could reasonably have been anticipated or foreseen? The rule of exemption from liability, if the loss is the result of an 'act of God,' is founded upon reason and justice that one should not be held responsible for that which could not have been reasonably anticipated."

..... THE PARADE OF

New Products

REFINED SYRUPS & SUGARS, INC., 120 Wall St., New York, affiliated with Suchar Process Corp., same address, has approved plans for expansion and improvements in mill at Yonkers, N. Y., formerly property of Spreckels Sugar Corp. Cost about \$100,000 with equipment.

Holly Sugar Corp., Dyer Station, Santa Ana, Cal., has plans for one-story addition to beet sugar mill, for expansion in bulk raw material dumping plant. Cost about \$80,000, of which nearly one-half will be expended for mechanical equipment. Main offices of company are at Colorado Springs, Colo.

Morristown Sulphite Mill, Morristown, St. Lawrence County, N. Y., manufacturer of sulphite pulp and paper products, is considering one-story addition. Cost over \$50,000 with equipment.

Park & Tilford Distillers, Inc., 548 W. 44th St., New York, plans extensions in whiskey distillery at Louisville, formerly plant of Bonnie Brothers Distilling Co., for new mechanical bottling division.

Quality Beverage Co., 1319 Continental St., Houston, Tex., has leased one-story building at 1015 Sampson St., Houston. It will be used for mechanical bottling, storage and distribution.

H. J. Heinz Co., 1062 Progress St., Northside, Pittsburgh, food canner and packer, plans one-story addition to branch plant at Leamington, Ont., and improvement in present factory units.

Canada Dry Bottling Co., New Orleans, has asked bids on general contract for one-story mechanical bottling works. Cost close to \$50,000 with equipment.

Coca-Cola Bottling Co., Humboldt, Iowa, has let general contract for one-story addition to mechanical bottling, storage and distributing plant.

American Porcelain Enamel Co., Muskegon, Mich., recently organized with capital of \$100,000, has work under way on new plant for production of enamel frit, particularly for sheet steel enameling service.

Coca-Cola Co., 963 E. 4th St., Los Angeles, Cal., has asked bids for three-story and basement addition to general manufacturing plant, including modernizing and improving an existing three-story and basement building at 934 E. 4th St. Cost over \$175,000 with equipment.

Kellogg Co., Battle Creek, Mich., manufacturer of cereals, has approved plans for one-story factory branch, storage and distributing plant at Memphis, Tenn., totaling about 12,000 sq. ft. of floorspace. New unit will be operated in name of Kellogg Sales Co., an affiliated interest.

Joyce 7-Up, Inc., 12 Webster St., Joliet, Ill., will ask bids soon on general contract for one and two-story

mechanical bottling and beverage plant near Joliet; also for similar one and three-story branch bottling works at 31st and Ashland Sts., Chicago. Cost about \$200,000 with equipment.

Monsanto Chemical Co., Chemical Lane, Everett, Mass., plans two-story and basement addition. Cost over \$50,000 with equipment. Main offices are at St. Louis.

Gaylord Container Corp., 2820 S. 11th St., St. Louis, Mo., manufacturer of fibre and corrugated board boxes and containers, has leased five buildings at Second and Dorcas Sts., totaling close to 100,000 sq. ft. floorspace, and will modernize for new plant. Cost over \$85,000 with equipment.

H. J. Heinz Co., Pittsburgh, Pa., has announced a new product, Junior Food, created for children from 1 to 6 yrs. of age, and supplementing the Heinz baby food line. A heavy newspaper schedule will be used at the outset, together with direct mail and local sampling and point-of-purchase displays. Later magazines will be added. The line consists of 12 different items, packaged in dated cans. Tests have already been conducted in Washington, D. C., Baltimore and Los Angeles. Maxon, Inc., Detroit, is the agency.

Amoskeag Fabrics, Inc., Manchester, N. H., recently reorganized with capital of \$100,000, is completing installation of equipment in former Jefferson mill unit of Amoskeag Mfg. Co., and will soon begin production of spun rayon fabrics. Mill totals 342,000 sq. ft. of floorspace.

Schenley Distillers Corp., has completed and is now operating the San Luis Brandy Co., Manteca, Cal. The new distillery has a storage capacity of 1,250,000 gals., and has fermentation tanks holding 825,000 gals. Annual production is expected to total 10,000 bbls.

Pure Food Factory, Mamaroneck, N. Y., manufacturer of bouillon cubes, has appointed Sherman K. Ellis & Co., New York, to handle its advertising.

Vitex Laboratories, Inc., Harrison, N. J., in order to coordinate all activities of its vitamin branch, has formed an advertising and sales promotion department. Frank Fader, former wholesale division sales manager, heads the new department, and Ray Ewing assumes his duties as sales manager of the agricultural department. Ray Peasback, formerly advertising manager of Vitex, has taken over representation of Vitex in New York and New England.

Canada Dry Bottling Co., Charlotte, N. C., recently organized with capital of \$150,000, has leased building at 1410 West Morehead St., and will improve for new mechanical-bottling plant. Cost about \$50,000. Russell McKay is general manager.

Grocers' Baking Co., 1455 So. 7th St., Louisville, Ky., will take bids soon on revised plans for one-story baking plant at West 6th and Jefferson Sts., Lexington, Ky., with traveling ovens, conveyors and other mechanical-handling equipment. Cost about \$55,000.

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FROM The Capital

Interstate Trade Barriers Conference April 5

THE Bureau of Agricultural Economics was informed today that a National Conference on Interstate Trade Barriers has been called by the Council of State Governments, to be held at Chicago, April 5, 6 and 7, in an effort to halt the erection of "tariff barriers among the several States," which hold up truck shipments at border lines.

The Council is composed of State Governors, Commissioners and Legislators who resolved in a General Assembly at Washington in January that "interstate trade barriers, under whatever guise, are detrimental to the economic welfare of the country. Forty-six of the 48 states were represented at the assembly.

Officials of the Bureau of Agricultural Economics quoted a letter from Frank Bane, Executive Director of the Council, that committees dealing with various phases of the barriers problem have been established by the Council, and inviting Dr. F. V. Waugh in immediate charge of the bureau's investigations of trade barriers to serve as a member of the Committee on Agriculture.

Bane reported that "scores of additional bills extending these trade barriers, are pending in many of the 42 State Legislatures now in session." He added "all agree that this movement, if not halted, will undermine one of the basic principles set forth in the Constitution, a principle upon which our prosperity and well-being largely depends."

The letter stated that "the Governors' Conference, in session at Oklahoma City last September, concerned about this situation, authorized its Chairman to announce that the group unanimously opposed the principle of State trade barriers and were of the opinion that such barriers between the States should be removed." The General Assembly at Washington, Bane said, "recommended complete adherence to the traditional American policy of free trade among the states. The Assembly further resolved that the secretariat of the Council of state governments should study legislation and policies which tend to create such barriers and to restrict the free

flow of commerce and should call, at the earliest practical time, an interstate conference on this subject."

The National Conference to be held in Chicago is in pursuance of this resolution. A special report, "Barriers to Internal Trade in Farm Products," prepared by the Bureau of Agricultural Economics was submitted to Secretary Wallace March 7.

The report gives in detail the results of the Bureau's investigations of barriers affecting dairy products, margarine, alcoholic beverages, fruits, vegetables and other farm crops through the imposition of State taxes, licensing and bonding regulations, inspection limitations, quarantine restrictions, and other regulations.

It shows that practically every state has erected trade barriers of one kind or another interfering with free trade between the States. Bureau officials declared today that these restrictions "add hundreds of millions of dollars to the annual food bill of consumers and make it increasingly difficult, if not impossible, for persons in the lower income brackets to obtain necessary foods." They are a distinct limitation upon the expansion of agricultural production for domestic consumption, it was stated.

Doctor Waugh declared today that although it is a statistical impracticability to estimate the exact dollars and cents effect of these trade barriers, "the result in raising prices and reducing the consumption of farm products must be obvious." He cited, for example, the inspection restrictions that municipalities put upon milk, cream and other dairy products.

"These restrictions limit the supply of milk," he declared, "raise prices, and make it impossible for many families in the low income brackets to buy milk. The municipalities set up virtually an economic autonomy which debars thousands of dairymen and other farmers from marketing an indispensable food.

"These thousands of dairymen are virtually in a 'no man's land' outside the territorial confines of the so-called 'milk sheds,'" he said. "The correcting of this situation, by the adoption of a standard milk ordinance, would make milk and other dairy products available at lower prices, increase the general health, and permit expansion of the dairy industry."

Doctor Waugh said he believed that similar results would be achieved through Federal and State cooperation in removing the barriers against other farm products, "all of which are caught in a maze

of hampering motor-truck transportation laws and regulations."

Bureau officials reported the cooperation of State commissioners and secretaries of agriculture in attacking the increasing problem of trade barriers. At the 21st Annual Meeting of the National Association of Commissioners, Secretaries and Directors of Agriculture, held at Miami, Fla., Nov. 14, 15 and 16, resolutions of protest were adopted.

South Wins Important Support on Rates

SHIPPERS in southern states who are backing carriers in the demand for elimination of existing north-south rate differentials have won important support in the Inter-State Commerce Commission.

Assisted by Examiner Michael Corcoran, Commissioner William E. Lee has prepared a recommendation for general realignment of existing charges with a view to greater uniformity.

The report sent to the Commission says in part:

"The maintenance on articles of rates reflecting territorial differences in rate levels, thereby creating rate walls along the borders of rate territories, tends to prevent a nationwide development of industry and is not conducive to the promotion of the best interests of either the carriers as a whole or the country as a whole.

"The prosperity of the carriers depends, not alone on the development of the territories which they individually serve, but also on the welfare of other producing and consuming sections of the country in the movement of the traffic of which they participate."

Discussing the action which the I. C. C. should take, the report observed that "in view of the rather extensive revision which the findings require, it seems desirable from a practical standpoint that in the first instance the parties should attempt to agree upon the specific bases which are to be established, with subsequent reference to the Commission of any details upon which agreement cannot be reached. The findings are, therefore, general in character. No order should be entered in the first instance."

The I. C. C. therefore should find, according to the report:

1. That the rates assailed on stoves, stone, cast-iron pipe fittings, cast-iron service boxes, iron body valves, and soapstone and talc are, and for the future will be, unreasonable to the extent they are upon levels higher than at present in

effect on like articles within the North.

2. That the rates assailed on stoves, stone, plumbers' goods, cast-iron pipe fittings, cast-iron service boxes, iron body valves, fire hydrants, brass pipe fittings, brass cocks and valves, soapstone and talc, excelsior, tapestries, china-ware, from producing points in the South with respect to which testimony of commercial competition in the North was presented, are, and for the future will be, unduly prejudicial to such southern producing points, and to the producers there located and to their traffic, and unduly preferential of northern producers and their traffic, to the extent such rates are upon levels higher than at present in effect on like articles within the North.

Lea Bill Beset by Opposition

A PREVIEW of the reception which will greet the Lea Bill in what now seems to be the unlikely event that it will reach the House, was gleaned when Representative Francis D. Culkin took the floor March 1 to deliver a broadside of opposition which included such predictions as this:

"The Lea Bill proposes legislation which will destroy waterways and trucks and, in the long run, the very railroads themselves."

The New York State republican unloosed his attack while the Senate Committee continued to plod along with none of the suspicions earlier expressed by transportation media dissipated.

Exorbitant freight rates are choking back economic recovery, preventing removal of surpluses to markets where demand exists, Culkin charges. He disputed reports of inadequate rail earnings, submitting figures to indicate that a fair return has been realized if actual asset values are used as the basis of computation. Continuing, he declared:

"I want the House to note that the net income of the railroads for the year 1936 was \$673,160,477. Based upon the appraised value of the properties, and not upon the face value of their bonds nor the par value of their stocks, the railroads yielded a net return during that year of 3.1 per cent. What industry did better than that during that year? Did agriculture yield a better percentage of profit? The House knows that agriculture in that year had its back to the wall, facing inevitable bankruptcy."

"Did business do better? Bank deposits paid but 2 per cent. In comparison with this rate of return, the steel industry lagged. The fact is that commerce and industry generally during that depression year of 1936 showed no such earnings."

"The House should remember that the railroads do not pay dividends upon the book value of their property. They do not pay dividends upon the appraised value of their property, nor do they pay dividends upon the market value of their stocks. The fact is that the railroads pay interest only upon the face value of their bonds and

dividends upon the par value of their stocks, no more and no less, and hence the percentage yield of their income should be calculated upon that basis."

Pleading for protection of waterway shipping, Culkin argued:

"Vast savings are made by water transportation, all of which is reflected back to the public. I wish to cite several instances of these savings. In the field of gasoline, now an essential commodity in American life, it has been authoritatively stated, and has never been denied, that except for the intervention of waterways and pipelines, the American people would be paying 33 cents a gallon for gas at the pump. They are now paying about 13 cents a gallon. I have computed these savings in this particular commodity, based upon the national consumption of gasoline. The results show that the savings to the consumer on gasoline alone amount to more than \$4,000,000,000 annually. Great savings are now made on other bulk commodities, including coal and other necessities, and passed on to the public. Assuming the Lea bill is passed, the I. C. C. will if it runs true to form, regard it as a mandate to increase the cost of gas per gallon to the public to 33 cents to the end that the railroads may make a killing."

"Let me say that I make no war on the railroads. I am willing to give them their place in the sun, but their place in the sun will not be gained by the destruction of waterways and other types of transportation, with resulting distress to the farmer and the consumer. They should put their financial house in order, cut themselves loose from the banker management, and, if need be, buttress their temporary crisis with the additional loans from the R. F. C. They already know that trail. In any event, the railroads should take 'potluck' with industry and agriculture."

"This proposed legislation has for its avowed and unholy purposes the destruction of water and truck transportation so that the railroads may again have a monopoly. This procedure would maroon large sections of the country by reason of greatly increased cost of transportation to the farmer and consuming public. I am speaking for the economic freedom of the people of America when I urge the House to defeat the Lea bill if it comes to the floor."

Warns of Possible Rate Increases

A WARNING that greater regulation of any transportation medium would fail to solve the nation's transportation problem, and eventually would result in shippers paying higher rates, was set forth last month against the background of "railroad relief" legislation now pending in Congress.

There is enough business under normal conditions for all competitive methods of transportation, declared Chester H. Gray, director, National Highway Users Conference, Washington, so long as they operate on the basis of their individual costs and services, and so long as a common level of rate is not artificially imposed on them by federal or state laws and regulations.

"The agricultural live stock, industrial and labor interests of the country should rejoice that we now have five methods of transportation, rather than one as in earlier years," Mr. Gray declared in an address delivered at the recent annual convention of the American National Live Stock Assn., in San Francisco.

"There is something at issue between and among all the methods of transportation which we have in the United States," Mr. Gray asserted. "The question of competition is the issue; the question of what's to become of the fellow who 'pays the freight' is the issue. It is not a question of equalizing transportation opportunities between two methods of transport; it is not a problem of 'coordination' or transportation as was preached from Washington and elsewhere several years ago; it is not a proposition of having to do with imposing on each and every method of transportation the same quantity and quality of regulation."

"The question is, primarily, shall the citizen-shopper, the general public—the consumer, if you will—pay the high cost of a monopolized and over-regulated transportation; or shall the average citizen have the benefit of lower rates and better services which he can expect only if competition is maintained in transportation."

"The present transportation problem in the United States is not a quarrel between two or more transportation facilities. Some would like to have it appear that waterways or highways are in a life and death struggle with the rails; or, that airways for passengers, and pipe lines for petroleum, are destined to take all such business away from other methods of transportation. Some would like to have it appear, too, that extreme regulation beginning at Washington, and running to each state capitol, is the answer in the fight between types of carriers."

"Nationally, there is need to break down the specious arguments that the controversy in transportation these days is among the carriers. The situation, more accurately stated, is whether or not the citizen is going to get benefits from competitive transport types."

Congress Gets I.C.C. Transport Report

THE I.C.C. sent a comprehensive report on transportation to Congress on March 22, proposing creation of a temporary agency to study emergencies facing the railroads, and reorganization of I.C.C. functions to expedite decisions.

The commission's report made these specific recommendations, in addition:

1. I.C.C. regulation of all transportation, including water carriers.
2. R.F.C. loans of \$300,000,000 to railroads for equipment.
3. Compulsory pooling of traffic and rate charges.
4. Voluntary consolidation of certain railroads.
5. Authority for the commission to delegate functions to individual commissioners.

FROM THE

LEGAL

VIEWPOINT

Obligation Under Call for Extra Charges

LEGAL EDITOR, DandW: An important legal question which has been presented to us is, as follows: If a warehouseman accepts goods for storage, can he recover extra charges during certain seasons of the year providing the warehouse receipt contains a notification to the effect that the charges may be increased and will conform to the warehouseman's tariff? Also, assume that the warehouse receipt contains a clause that the owner of goods shall pay storage charges listed in the "published tariff displayed in the office of the bailee (warehouseman) or made known to the bailor (owner of goods) prior to this bailment," can the warehouseman legally collect additional storage charges?—Baltimore Cold Storage Co.

Answer: Various courts have held that a clause printed inconspicuously in a letterhead, billhead, bill of lading, bill of sale, warehouse receipt, or other similar document may not obligate the other party to the contract unless the latter's attention was specifically directed to the contents of such notification.

Also, the courts have consistently held that a printed sign or a notification displayed in any place of business is not effective with respect to a contracting party unless the evidence clearly proves that the latter's attention was specifically directed to this sign.

After a careful review of late higher court decisions involving these points of the law it is apparent that before rendering a decision the court endeavors to interpret the original intentions of the contracting parties. Obviously, if the attention of one contracting party has not been directed to a sign, inconspicuous notification, or other rule or regulation, the higher court will decide the case without consideration of such sign, notification, rule or regulation.

Collection from Unpaid Charges

LEGAL EDITOR, DandW: What charges may a warehouseman legally collect from the owner of stored goods who fails to pay storage charges. Also, is the same laws which apply to railway companies applicable to motor transit companies?—Merchandise Warehouse Co.

Answer: Various courts have held that a warehouseman may include in his charges the following items: Transportation, storage, handling, insurance and auction costs.

While you state that according to your interpretation of the law a warehouseman can accept unclaimed or refused merchandise from a railway company and place the same in storage and sell at auction, this law is applicable in all cases if justifiable by state statutes. For instance, if a court

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renders a verdict evicting a tenant and a sheriff places the evicted tenant's property on a sidewalk, a warehouseman may, upon authority from the proper public official, place the chattels in storage and under these circumstances a warehouseman is entitled to the same legal rights as when the actual owner of the goods places the same in storage.

Certain state laws are applicable to all common carriers which includes railway companies and motor transit companies. However, other laws apply specifically to railway companies or motor transit companies and under these circumstances the particular law is not applicable to both railway companies and motor transit companies.

Owner Did Not Know—Can't Collect

LEGAL EDITOR, DandW: Recently we accepted goods for storage from a person who claimed to be the owner of these goods. After keeping these goods in storage for 1 yr., we find that the owner did not know that the goods were placed in storage in our warehouse.

Can we collect storage charges from the owner on these goods?—Dayton Storage Co.

Answer: According to all higher court cases decided during the past 15 yrs. you cannot collect storage charges from the owner of the goods. This is so because the owner did not authorize the person with whom you transacted business to place the goods in storage. Of course, if an owner of merchandise or other chattels, authorized anyone to place the same in storage, then the owner is liable for the storage charges. However, if a person places goods in storage, without authority of the owner; or if a person who steals goods places the same in storage; or if an employee, who is a special agent of an employer, places goods in storage without authority of the employer, the warehouseman cannot recover storage charges from the owner of the goods.

In other words, in order that a warehouseman has legal rights to collect storage charges or sell goods to recover storage charges in the event the amount due is not paid it must be shown that: The owner of the goods placed the same in storage; or he authorized another to place the goods in storage; or the goods were placed in storage by order from a court of proper legal jurisdiction; or the warehouseman placed the goods in storage to protect the same from apparent damage or loss as from flood, fire or theft.

Void and Voidable Contracts

A GREAT majority of litigations, involving warehousemen and transportation companies, directly relate to the right of a contracting party to rescind a valid and legal contract.

Of course, any person may rescind a contract obtained by the other party as a result of direct or indirect fraud, misrepresentation, coercion, undue influence, duress, or threats. And, a contract made without proper authority of a warehouse employee, or while an authorized warehouse employee is mentally deficient, intoxicated, under influence of drugs, or under legal age, is voidable.

Certain kinds of contracts are void, such as those against public policy, prohibited by a statute, tending to effect immorality and having an illegal object.

The legal distinction between *void* and *voidable* contracts is: In the former neither party may compel the other to fulfill the assumed obligations, whereas in voidable contracts one party has preference to either declare the contract void, or he may require the other party to fulfill the obligations.

For example, if a minor makes a contract he may, if he desires to do so, compel the other party to fulfill the exact terms of the contract, or he may declare the contract void and refuse to comply with its terms. In other words, a contract made by a warehouse with a minor is voidable, if the minor decides to take advantage of his legal rights.

Irrespective of whether one of the contracting parties is mentally deficient, a minor is entitled to claim benefit of the voidable law of contracts. Any contract is rescindable where it is shown that one party was induced to enter into the agreement by fraud or misrepresentation of the other party, provided the complaining party was unaware of the true facts at the time or before the contract was made.

For example, in *Mosteller v Braham*, 266 Pac. 367, it was disclosed that an owner represented to a prospective buyer that the business actually was valued at eight times its actual value, explaining that the daily cash receipts were above a stated amount.

Relying upon these statements the purchaser paid an installment and gave his note for the balance. Soon after taking possession of the business, the buyer discovered that the daily receipts were far less than the original owner had represented.

Promptly after discovering that the representations were false, the purchaser of the business gave written notice of rescission and offered to return the business to the seller upon condition that the latter return the first installment.

In consideration of the facts, the court promptly rendered a decision in favor of the purchaser.

Also, in the leading case of *Sams v Barnes*, 82 S.E. 124, a higher court explained the meaning of the term "fraud," stating:

"Fraud in the procurement of a contract voids it; and where a party intentionally or by design misrepresents a material fact or produces a false impression, in order to mislead another or to entrap or cheat him or to obtain an undue advantage over him, in every such case there is positive fraud in the truest sense of the term. . . . the misrepresentation may be as well by deeds and acts as by words, by artifices to mislead as by positive assertions."

An important point of the law is that failure of one party to explain facts which are *not* his duty to disclose does not constitute

fraud, but where he has reason to believe that his silence misleads the other party or where he purposely conceals material facts that *he knows is implied deceit*, such acts are elements of fraud. In a recent case, 101 Iowa 457, the court said:

"It is the general rule that mere silence of a person in regard to facts which it is not his duty to disclose is not fraudulent. But, where silence would be misleading, a duty to speak may arise."

MISTAKE AS GROUNDS

A common source of controversy is where one party refuses to fulfill the terms of a contract on the contention that he was not fully informed of the contents of the agreement. It is well established law that a contract is rescindable, where it is shown that one of the parties was mistaken with respect to his assumed obligations, unless convincing evidence is introduced to prove that the mistake resulted from negligence of the complaining party.

Of course, neither party to an agreement can obtain court relief merely on a pretense that he did not realize the extent of the obligations. Generally, both parties must testify that the mistake was mutual. Moreover, if the party filing suit proves that he acted in good faith in fulfilling his obligations and was ready to carry out the agreement, the other party is liable for the full losses sustained by the former. This is true irrespective of the character of the contract.

PROMPT ACTION

It is important to know that a warehouseman who intends to rescind a contract on any of the usual legal grounds is bound to act promptly, otherwise he may forfeit his right.

For example, in the case of *Noll v Baida*, 254 Pac. 623, the evidence disclosed that 5 or 6 mos. after a party to a contract knew that the other party had made certain material false representations to induce the making of the contract, the former filed suit.

It is interesting to observe that although it was proved that the person who filed suit had been influenced to sign the contract by fraudulent representations made by the other, the court held the former not entitled to a judgment, and said:

"From what has heretofore appeared herein it is apparent that the proof failed to show that plaintiff had rescinded promptly on discovering the facts were not supported by the evidence; and that no sufficient excuse was shown for the delay in bringing the action."

A review of the leading cases on this subject discloses that delays of 2 mos. or longer, after discovering good and valid reasons for rescission of a contract may

prove fatal to either contracting party. And in the leading cases of *Bailey v Fox*, 20 Pac. 868, a delay of 4 mos. was held too great; in *Marten v Burns Co.*, 33 Pac. 1107, 3 mos., delay was held too long; in *Gamble v Tripp*, 33 Pac. 851, in the absence of some excuse therefor, 4½ mos. delay was held fatal.

This Month's Important Higher Court Cases

What Is Conversion?

GENERALLY speaking, conversion of stored goods results from any illegal act on the part of the warehouseman, or his authorized employee, which deprives the owner of possession of the goods.

For illustration, in *Mitchell v Munn Warehouse Co., et al.* 86 Pac. (2d) 175, Craigmont, Idaho, it was disclosed that a warehouse was not equipped with fire extinguishment equipment. A fire was discovered in a warehouse in the early morning hours. The manager of the warehouse immediately purchased equipment and employed a crew to fight the fire and salvage the merchandise. A Mr. Lyng, an insurance adjuster, arrived at the scene of the fire about noon. After Lyng arrived, the manager of the warehouse surrendered the work of salvaging the merchandise and Lyng took over the work.

A person named Boyd went to the scene of the fire and contacted Lyng, after which Lyng went to the manager of the warehouse company and told him of an offer on the merchandise he had from Boyd. The manager told Lyng he did not think the offer was enough and then Lyng asked the manager if he knew of any other purchasers who might be interested. The manager told him he did not but he would see if he could locate a purchaser who would pay a reasonable price for the damaged goods. However, when the manager returned Lyng told him he had sold the merchandise to Boyd.

Soon afterward the owner of certain of the damaged merchandise, sold to Boyd, filed suit against both the warehouseman and Boyd for conversion. In holding both liable, the court said:

"The authorized sale and delivery of respondent's (Mitchell's) merchandise with the acquiescence of the warehouse company permanently deprived Mitchell of his property. Any authorized act which deprives an owner of his property permanently or for an indefinite time is a conversion. And, as to Boyd, the record shows he purchased from Lyng and then took possession of, and sold, the same. One buying personal property must, at his peril, ascertain the ownership, and if he buys from one without authority to sell, his taking possession constitutes conversion."

It is important to know that this court indicated that although the

manager of the warehouse had not actually agreed to Boyd's purchasing the goods, yet he had acquiesced in the sale when he agreed to locate a purchaser who would pay a higher price than originally offered by Boyd.

Pecans Destroyed

THE higher courts have consistently held that a warehouseman is not liable for destruction of stored goods by fire, if proof is introduced showing that the fire did not result from negligence, or lack of "ordinary" care on the part of the warehouseman or his authorized employees. In other words, the courts hold that upon delivery of property to a warehouseman and his acceptance thereof, it is his guarantee that he will exercise "ordinary" care in its keeping and handling.

A bailor, or owner of goods, is under no duty to see that the warehouseman fulfills his engagement in this respect, nor can it be said that an owner of goods, who learns of the negligent handling of his property, is negligent in failing to rescind the bailment and take possession of his property. Therefore, warehousemen cannot escape liability on the plea that the owner of goods was aware of dangerous conditions and should have removed his goods from storage.

For instance, in *Richter Bros. et al. for Use, etc. v. Atlanta Storage, 200 S. E. 462, Georgia*, it was disclosed that warehouse employees piled sacks of pecans eight or ten high, too close to incandescent electric lights. The pecans are full of oil and inflammable, for which reason when the lights were left burning the pecans caught on fire.

The legal question arose whether the warehouseman was negligent and, therefore, liable. The warehouseman argued that the owner of the pecans had automatically forfeited his right to recover liability because he knew that it was dangerous to permit his pecans to remain stored so close to incandescent electric lights. However, the higher court refused to agree with the argument, and said:

"The plaintiff (owner of the goods) was not an expert warehouseman as was the defendant (warehouseman) and his presence on the premises cannot be said to be any evidence sustaining the theory of contributory negligence on his part with reference to the negligent handling of his property. Furthermore, it does not appear that he was cognizant, in fact he could not have been cognizant of the alleged negligence of the defendant (warehouseman) thereafter occurring with reference to the negligent stacking of the pecans in close proximity to an unguarded electric light."

Whiskey Legitimate

IN the late case of *Surles et al. v. Commonwealth, 200 S.E. 636, Gate City, Virginia*, the higher court said:

"The transportation of intoxicating liquors through a state is governed by Federal regulations; that into a state by state laws. Whiskey is now a legitimate article of commerce and, is entitled to the privileges of merchandise generally."

In this case the court refused to hold a transportation company liable although it violated a Virginia law requiring those who transport whiskey to carry a memorandum, signed by the consignor, showing the route to be traveled by such vehicle while in Virginia and such route must be the most direct route from the consignor's place of business to the place of business of the consignee. This court said:

"If some farmer in Maine wished to send a truck-load of seed potatoes to California, and if statutes like ours were everywhere in force, he would find it burdensome to mark out in advance the route to be traveled; indeed, he might find it impossible."

Goods Held Taxable

AN interstate shipment is not affected by a temporary "stop-over" in a state. In other words, a "transit" is a stop-over privilege on a continuous journey granted by a carrier by which a break de facto in the continuity of the carriage of goods is disregarded, and two legs of a journey are treated as though they were covered without interruption, which unites both legs into a through route for which a joint rate can be published. It is recognized that "transits" may, and often do, determine a continuous carriage. However, this rule of the law does not change the intrastate character of goods actually stored in a state or a shipment made to purchasers within the state.

For illustration, in *Galveston Truckline Cor. v. State, 123 S.W. (2d) 797, Dallas, Texas*, the court held that where paint was transported into a state to remain in a warehouse not more than 6 mos. for the purpose of finding a market within the state, subsequent transportation from the warehouse to points within the state constituted "intrastate commerce" subject to all of the various state transportation regulations.

In this case it was shown that raw materials were shipped and held by the Sherwin-Williams Corp. of Ohio, in Dallas, Texas for its own purposes. It was manufactured and processed into finished products for itself and its subsidiaries, stored in its warehouses, inventoried and labeled to the subsidiary whose formula was used in the manufacture, and commingled with other property in storage be-

longing to them. Later the paints were shipped to points in Texas.

The higher court held the corporation liable for payment of taxes in Texas, and said:

"We think the products reached their final destination and became a part of the general mass of state property in Dallas, Texas. Its interstate character came to rest because the raw materials had no other particular destination at the time they were shipped or at the time they were received, manufactured, and processed, but were delivered to the shipper and stored at Dallas pending disposition. Mere intention by the owner ultimately to ship the finished product manufactured and processed in Texas from raw materials shipped from out of the state does not put them in interstate commerce."

Bond Law Held Valid

UNDER ordinary circumstances the higher courts will not hold a state law void, which requires warehousemen to furnish bond, unless the law clearly is ambiguous or otherwise obviously illegal.

For instance, in *Bergen v. Gerold Storage, Packing and Moving Co., 18 N. E. (2d) 903, Illinois*, it was shown that a state law requires warehousemen to furnish bond to guarantee fulfillment of legal obligations to patrons. The law grants authority to a commission to classify warehousemen, and to vary the amount of the bond accordingly. Three standards were set up by the law to guide the commission's judgment: (1) The number of warehouses owned by the applicant; (2) the space devoted to the storage of personal property, and (3) the character of protection the warehouses afforded.

A warehouseman contested the validity of the state law on the grounds that: "The first standard is indefinite because the statute neither defines the word 'warehouse' nor states whether bonds shall vary in amount in direct proportion to the number of warehouses owned." With respect to this contention the higher court said:

"The term 'warehouse' has a commonly accepted meaning making further definition unnecessary. The legislative intent is likewise clear that the penalties of the bonds should not increase in direct proportion to the number of warehouses owned, since the number is but one of the three elements which the commission must consider in fixing amounts."

Also, it was contended that the law was void because in the second standard, namely "the space to be used for warehouse purposes," the state law does not specify whether "space" means cubic capacity of the building or its area.

With respect to this contention, the higher court said:

"The legislature undoubtedly intended the commission, in the exercise of the discretion granted to use both methods of measurement. A requirement that either mode be used exclusively would result in obvious injustice, as the determination of the amount of the floor space of a particular building which may be used for storage depends upon the articles stored therein."

Motor TRANSPORTATION

State Barriers on Trucks an Unsolved Problem

AFTER surveying the problem of "ports-of-entry" and other barriers to interstate trucking, the Bureau of Agricultural Economics has reported pessimistically to Secretary Henry A. Wallace that no solution appears in sight.

The problem faced, says the report, is whether the American people are willing to endure some highway congestion in the interests of freer and cheaper movement of necessities by interstate trucks.

Hope is held out that more practical construction by courts of the federal transportation laws may make possible a general federal regulation wiping out impediments now set up at states lines.

The Bureau after summarizing developments in "interstate wars" reports:

"Relief from the obstacles to interstate commerce that have been set up in the field of motor transportation is clearly needed. But where does the remedy lie? How are present restrictions to be reduced and the increase of such barriers to be avoided in the future? Although no simple or easy answer emerges from our study, we can profitably consider the possibilities in the current situation.

"What has been or can be done to decrease the barriers to interstate commerce that arise from State efforts to tax out-of-state motor vehicles? Very little trouble as to license plates now exists in the States on the Atlantic coast from Massachusetts to Virginia, as most of these States have clauses in their laws granting liberal reciprocal privileges to 'foreign' motor vehicles. Considerable progress has been made recently in certain parts of the country in the direction of bilateral State reciprocity agreements involving recognition of out-of-State license plates. For instance, Michigan has recently worked out reciprocal arrangements with Illinois, Indiana, and Ohio. A similar situation exists in the far West where at least six adjoining States have entered into fairly liberal bilateral reciprocity agreements. If this movement could grow steadily so as to include the whole country an appreciable gain to the free interstate movement of goods would result.

"Past experience has indicated, however, that reciprocity agreements have appreciable weaknesses, not the least of which is that they are likely to break down at any time. Sometimes when this happens a severe border war may result, to be followed possibly by a new reciprocity agreement or, as has not infrequently happened in the past, by the rigorous enforcement of retaliatory legislation. Furthermore, even the most liberal of the reciprocity agreements do not go very far. They do not ordinarily give the foreign carrier the right to do any intrastate trucking in the foreign State, nor do they often cover special taxes such as the ton-mile or wheel tax. Finally, certain States, like Wyoming and Oklahoma, steadfastly refuse to enter reciprocal agreements.

"Although some further development may come along the line of reciprocity agreements, appreciable difficulties stand in the way. Especially persis-

tent is the feeling that the outside trucker should contribute to the State revenue. But other motives, including protection of State interests and retaliation against laws of other States, are also important.

"The difficulty of making appreciable progress through voluntary State adoption of broad reciprocity agreements suggests the alternative of Federal action. A Federal law might be passed providing that no further registrations could be required of any motor vehicle moving in interstate commerce which was properly registered in its home State and had, in addition, an Interstate Commerce Commission registration. Such a law might also provide that no State ton-mile, wheel, or other taxes could be levied on interstate motor vehicles which were not also levied on intrastate vehicles. If such a plan were found to involve serious legal difficulties adoption of substantially the same program might be obtained in some other way. For example, Federal grants-in-aid might be made only to those States that were willing to cooperate in such a plan. Under such pressure all States might be willing to adopt the scheme.

Disadvantages

"Such a program would bring obvious advantages to interstate truck movement. But what disadvantages might be anticipated? Some States would undoubtedly object to losing the revenue which comes from taxing the out-of-State truck. This objection might be met by prorating to the States on the basis of the amount of interstate trucking done in each State the income received by the Federal Government from Interstate Commerce Commission licenses. Since only a nominal amount is now charged for Interstate Commerce Commission registration this fee would have to be greatly increased if appreciable revenue were to result. The practical difficulties in the administration of such a plan would have to be carefully studied and evaluated.

"Moreover, unless such a program were worked out very carefully it might result, just as has the Motor Carrier Act, 1935, in creating new difficulties for interstate commerce at the same time that it eliminated others. Thus, if the number of trucks given I.C.C. licenses were severely limited, or if the cost of the licenses were high, interstate trade might be discouraged. Certainly if a high license fee were assessed at a flat rate on all trucks, farmers and small business men who make only occasional interstate trips might be largely excluded from such trade. Although these considerations are not necessarily an argument against Federal control, they do indicate the necessity of framing such legislation with the greatest care. No

easy solution appears, therefore, to the problems of motor-vehicle registration and taxation as hindrances to interstate commerce. However, unless much greater progress can be made in the direction of State reciprocity agreements, Federal control on one basis or another seems unavoidable.

"The problem of the barriers to interstate trade created by State laws having to do with truck size and weight also presents obstacles to easy solution. State action in the direction of uniformity has been lamentably slow despite the fact that the whole question of uniform standards for size and weight of trucks has been given a great deal of attention by both private and public agencies. A uniform vehicle code was drawn up in 1925-26 by the National Conference on Street and Highway Safety cooperating with the National Conference of Commissioners on Uniform State Laws. This code has been revised from time to time and, following a conference in which many agencies participated, was published in its most recent form on July 21, 1934, by the Bureau of Public Roads of the Department of Agriculture."

Tennessee Passes Truck Weight Limit Law

A measure which raises the legal weight limit from 18,000 to 24,000 lbs., and which fixes three license fee scales for as many types of highway users, has been passed by the General Assembly and signed by Gov. Prentice Cooper of Tennessee. Strong railroad opposition in the Senate, which sought to have the weight limit reduced, did not prevail.

The new law, which stipulates that not more than 16,000 lbs. of weight may rest on any one axle, fixes license fees ranging up to \$225 instead of the present mileage tax.

All for-hire trucks using the Tennessee highways must pay \$25 for gross weights up to 8,000 lbs.; \$50 for more than 8,000, but not in excess of 14,000 lbs.; \$140 for more than 14,000 lbs., but not in excess of 18,000 lbs., and \$225 for more than 18,000 lbs., but not in excess of 24,000 lbs.

When private concerns operate the trucks, the fees are \$15, \$25, \$80 and \$150, while farmers will pay \$7.50, \$12.50, \$40 and \$75. It is noted that but three states now have what is considered inordinately low truck weight limits. They are Alabama, 20,000 lbs.; Kentucky, 18,000 lbs., and Texas, 17,000 lbs.

Strongest opposition against the measure was voiced by Senator Craig, who, while he described himself as an attorney for the Illinois Central R. R., said he was interested principally in the protection of the highways.

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Illinois Acts to Stop Monopoly

To abolish highway transportation monopolies granted to twenty-one trucking corporations by the Illinois Commerce Commission, and providing full safety and financial responsibility regulation of all trucks, the Illinois Truck Act has been introduced in the Senate and House of Representatives at Springfield, Ill.

The bill which places administration in the Department of Public Works and Buildings with the Division of Highways and Highway Police, was prepared by the Uniform Motor Vehicle Laws Commission under the chairmanship of Senator Louis J. Menges (D., East St. Louis) following 15 mos. of intensive study, including more than seventy-five public hearings and conferences. The Commission estimates that more than 120,000 truck owners and 300,000 truck drivers and employees will be affected directly by the proposed law.

The high points of the bill follow:

No. 1.—Prevents monopolies such as exist under the 1921 Public Utilities Law, with only twenty-one truck companies now holding exclusive monopolies upon Illinois public highways.

No. 2.—Sets up no fees or charges and does not affect or amend the law in regard to truck licenses. Increased collections of sales tax and truck license fees due to better enforcement and accurate records of truck loads and movements will more than cover cost of administration.

No. 3.—Requires every truck owner to submit trucks to a rigid semi-annual safety inspection.

No. 4.—Requires every owner to have public liability and property damage insurance or prove financial ability to pay \$5,000 for injury or death of one person, \$10,000 for any one accident and \$5,000 property damage.

No. 5.—Requires every owner to obtain a permit or certificate from the Department of Public Works & Buildings before March 1, 1940. The permit or certificate must be granted to every truck owner who is operating on July 1, 1939, if he makes application and complies with safety and insurance or financial responsibility provisions. Places administration in Department of Public Works and Buildings which includes the Division of Highways and State Highway Police.

No. 6.—Every truck driver is limited to 12 hrs. of driving and a total of 15 hrs. on duty in any 24-hr. period.

No. 7.—Requires every truck owner to paint his name, address, permit or certificate number and empty weight of truck on the sides of each truck.

No. 8.—Requires use of simplified form of bills of lading by 'for-hire' truckers and bills of sale in the case of merchant truckers. These provisions coupled with identification of every truck will assist materially in reducing rural thefts of poultry and livestock which exceed two million dollars annually, short weights and other frauds, and will result in the collection of an estimated three-quarters of a million dollars each year in sales tax now being evaded by many of the merchant truckers.

No. 9.—Defines eleven classes of truck operators with 'for-hire' operators classified as Metropolitan (Chicago district only), line haul (regular route), local (downstate irregular route), contract carriers, and the specialized carrier (the household goods mover and other specialized carriers such as those who handle oil



Aanhangwagenfabriek

In the past use of containers for handling freight on the railroads has suffered from a number of difficulties. Transfer of the heavy containers from trucks to freight cars and vice versa could be effected only at points where special loading equipment (a crane or derrick) was available, which made it necessary to switch the freight cars to such points. Moreover, both the consigner and the consignee had to have similar loading equipment in order to get the container onto and off the truck.

This problem apparently has been solved by Van Doorne's Aanhangwagenfabriek of Eindhoven, Holland, which has developed a special semi-trailer equipped with loading and unloading apparatus that is operated hydraulically by means of the tractor engine, through a power take-off on its transmission. The photograph herewith shows the loading equipment in operation. The container being loaded is that of the Netherlands Railways which has a capacity of 425 cu. ft. and will carry 5 tons.

well equipment, plate glass and other out of the ordinary commodities).

No. 10.—The Department of Public Works and Buildings to determine cost of operation for Metropolitan, line haul, local and specialized carriers and to set this cost plus reasonable return on investment as a minimum rate only. There will be no longer any necessity for the operators to pay high fees to maintain rate bureaus as the trucker is not required to stand the expense of filing his own rates as provided in practically every other regulatory law.

Okl. Abolishes State's 58 Ports of Entry

The Oklahoma House of Representatives recently passed a measure abolishing the State's 58 ports of entry. The bill, known as House Bill No. 11, was authored and introduced by Rep. Carl Dees, of Idabel. Introduced in the Senate, it has been referred to the Senate Committee on Retrenchment and Reform, where it has remained since Feb. 1.

Abolishment of the entry ports is an administration measure, and the Governor has repeatedly asked for final action. The Oklahoma tax commission, in its recent annual report to the Governor, defended the ports of entry as a valuable source of much-needed State revenue. Rep. Dees asserted that "the ports of entry are costing the State \$100,000 a year, and instead of increasing its revenue, they are cutting it."

Denver 3-Day Strike Settled

During February a 3-day strike that involved 400 employees of ten Denver, Colo., transfer and storage companies was settled after a series

of conferences between representatives of the Colorado Transfer and Warehousemen's Assn. and the Chauffeurs, Teamsters and Helpers union, Local 13. The strike started with employees of the Weicker Transfer & Storage Co. and involved the question of a closed union shop in a new contract being negotiated. It spread to other companies and involved the truck drivers and warehouse employees in Denver and several other Colorado cities.

The agreement under which the strikers went back to work provided increased pay and shorter working hours. The agreement also covered striking drivers in Pueblo and Colorado Springs.

A. M. Burroughs, member of the warehousemen's negotiating committee, said a mutually satisfactory agreement had been reached after both sides had made concessions.

Rhode Island Truck Strike Paralyzes State

Highway transportation throughout Rhode Island was paralyzed March 19 as 3,000 truck drivers, members of the International Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers, went on strike for higher wages.

The strike, which threatened to spread to central Massachusetts and Connecticut, followed breakdown of negotiations between owners and drivers. The owners had refused to accept a compromise agreement suggested by arbiters from the labor departments of the three affected states.

Business agent John F. Prior of Providence local 251, called the strike at midnight March 18, after daylong conferences in Boston had ended in deadlock. Meantime, locals at Worcester and Brockton, Mass., voted to aid the Rhode Island strikers by refusing to drive trucks into the state. At the same time they voted to accept the compromise agreement.

Out of 80 trucking firms in Worcester, according to Chairman Fitzpatrick of the union's executive committee, only 2 have signed contracts embodying the compromise wage scales. At present, drivers receive from 55 to 74 cents per hour, depending upon locality, while the compromise would have increased wages by 2/10 of a cent to 9 cents an hour. The union guaranteed movements of perishables, spokesmen said.

Prior said individual contracts would be signed and drivers of the contracting firms would be permitted to resume work immediately.

Phila. Court Enjoins Motor Carriers' Service

On petition of the Committee on Unauthorized Practice of the Law, Philadelphia, Judge Louis E. Levinthal has issued an injunction restraining the Motor Carriers' Service Bureau, Inc., and the Tax Service Co., Inc., both of Broad and Diamond Streets, and James H. McGurk, president of both corporations, from continuing such activities as constitute unauthorized practice of the law.

According to evidence submitted, McGurk and the corporations of which he is an officer engaged in unauthorized legal practice by advising motor truck owners regarding their legal rights, drawing up documents for submission to the Public Utility Commission and, through an associated attorney, "appearing" before the commission. G. A. Breustle, secretary of the Motor Carriers' Service Bureau, Inc., employed by it to handle matters before the Interstate Commerce Commission, was directed to dissolve the arrangement of employment between himself and the defendant corporations.

Under Judge Levinthal's opinion, in which he based his findings on the statement that it is "not to protect the economic interests of the members of the bar, but rather to safeguard the rights of the general public, that the practice of law is restricted to lawyers only," held that those who are not lawyers cannot represent clients before the Public Utility Commission; give advice on how to cut down tax liability, obtain charters, or arrange dissolutions for corporations;

prepare partnership agreements, or give legal advice. This ruling is expected to have a far-reaching effect upon accountants, notaries public and others who "serve" the public in similar capacities.

Get Liquor-Hauling Contracts in Va.

Carter Bros. and the Brooks Transfer & Storage Co., two Richmond, Va., firms, and Rutherford Freight Lines, Bristol, Va., were awarded contracts recently by the ABC board for the hauling of liquor from Richmond warehouses to stores throughout the state. The three companies have been hauling for the board since its inception. They were among 8 bidders last Dec. 28. The contracts run for 2 yrs. from July 1.

Wis. Modifies Hour Rule on Drivers

The Wisconsin Public Service Commission on March 1 modified its previous general order regulating hours of service of drivers of trucks passing through Wisconsin so that it is in agreement with the order issued late in January by the Interstate Commerce Commission.

The order recognized that time spent in sleeper cabs by drivers en route as not time spent on regular duty. The previous order of the commission which was issued in September, 1936, provided that such time must be included.

Little Hope for New Texas Law

Some of the leading supporters of the Texas House bill to raise the load weight limits of trucks from 7,000 lbs. to 20,000 lbs. have expressed the belief that the measure is dead so far as the current session of the legislature is concerned. The bill was given its fatal blow when the House defeated by vote of 83 to 56 a motion to print the bill on a minority report of the committee, a majority of the committee having reported it unfavorably.

Representative Homer Leonard, author of the measure, made a strong plea to the House not to kill the bill. He urged that it be kept alive and the weight limit changed to less than 20,000 lbs. if the membership so desired. More and larger trucks are needed to move the citrus fruit and other crops in the Lower Rio Grande Valley, he declared.

"The Lower Rio Grande Valley is in desperate shape," he said. "More than two-thirds of the citrus fruit shipping season is gone and less than

one-third of the citrus fruit has been moved. All independent packing sheds are closed. We in the Valley are appealing for at least some relief from the present extremely low load limit. We ship more than two-thirds of our fruit, by rail but need trucks for the rest."

A bill is pending in the Senate to raise the load limit of trucks to 10,000 lbs.

Regulation Favored in Nebraska

With almost every trucker attending, a legislative hearing on March 20 voted in favor of continued regulation by the Nebraska railway commission. No effective plan, however, has been worked out.

The hearing on the revised truck regulatory bill, brought out demands for exemptions of interstate carriers, livestock haulers and farmers. While the original bill would have repealed all truck regulation, a revamped plan would place contract and common carriers under full regulation and private and interstate operators under insurance and safety rules. Farmers would be exempt to a certain extent, but not entirely.

Van Strike Settled

Truck Drivers' Union, local 413, Columbus, Ohio, has compromised its suit against three van operating firms charging violation of contract. Settlement was reached in Judge Cecil J. Randall's Common Pleas Court after validity of the union claim had been questioned by the operators. Controversy arose after the van owners had continued to employ union men who had been suspended for non-payment of 50 cents weekly dues. Firms had been giving drivers small grocery and rent allowance during the slack winter period, and the drivers had refused to pay union dues during this time.

Under terms of the settlement, van owners will guarantee payment of \$2.50 monthly to the local until contract expires May 30. This will bring the union about 50 per cent of the delinquent dues which are now unpaid. The contract is a group agreement on behalf of the owners and drivers union, drawn last May 30 by Local 413 and the Columbus Van Owners Assn. A 1-wk. strike was called at that time, but drivers generally did not participate. However, owners suspended service to avoid violence.

Court action involved 14 employees of three firms: Hilltop Storage & Transfer Co., Penn Transfer Co., and Bazler Storage & Van Co.

As low as \$1875

F. O. B. Battle Creek

CLARK CARLOADER

—a 35 H.P. lifter, carrier and stacker that cuts shipping and warehousing costs.



Lighten
Labor's
Load



Write for "The Clark Carloader Method" Booklet.

CLARK TRUCTRACTOR

Div. of Clark Equipment Co.

131 SPRINGFIELD PLACE • BATTLE CREEK, MICH.

Clark Carloader Code "Stubby" enters car at right angle — note rear steering wheel. Tiers to 5 or 9 ft. Loads up to 3500 lbs.

WHERE TO BUY

BODIES (Van)

Gerstenlager Co., Wooster, Ohio.
(See advertisement elsewhere in this issue.)

CARLOADERS

Clark Tructractor Co., 131 Springfield Place, Battle Creek, Mich.

CAR SPOTTERS

Link-Belt Company, 307 N. Michigan Ave., Chicago, Ill.

CASTERS (Truck)

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill.
(See advertisement elsewhere in this issue.)

Hamilton Caster & Mfg. Co., Dept. D, Hamilton, Ohio.
(See advertisement elsewhere in this issue.)

Standard Pressed Steel Co., Box 560, Jenkintown, Pa.
(See advertisement elsewhere in this issue.)

CONVEYORS

Clark Tructractor Co., 131 Springfield Place, Battle Creek, Mich.

A. B. Farquhar Co., Ltd., 502 Duke St., York, Pa.
(See advertisement elsewhere in this issue.)

Link-Belt Company, 307 N. Michigan Ave., Chicago, Ill.

\$385.00

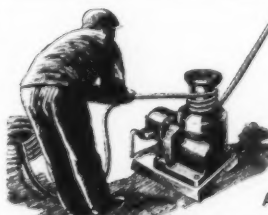
F.O.B. CHICAGO

LINK-BELT

MOTORIZED CAR SPOTTER



This price covers the No. 5 size unit — capacity 5000 lbs. rope pull at 45 f.p.m. Capable of handling 1 to 3 cars; depending upon whether the track is level or on a grade, and curved or straight.
Fully enclosed hoist-type motor, 2 or 3 phase, 220, 440, or 550 volts, 60 cycle, A.C.
Magnetic switch with overload protection, mounted in standard steel case; and a separate weather-proof push button.
Rope, sheaves and electric wiring, if ordered, extra price.



● This unit and one man can spot your cars and do other odd "pulling" jobs quickly and inexpensively.
No need to wait for a switch engine.
Easy to operate—pulls in any direction.
A unique design with few working parts.

ACT NOW—RETURN THE COUPON!

LINK-BELT COMPANY, 307 N. MICHIGAN AVE., CHICAGO

We are interested in a car spotter to pull — cars. Send further information.

Name Firm

Street Address

City and State

DW-7602-B

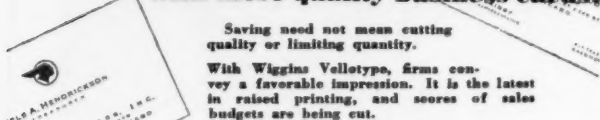


Save time and labor handling bags, boxes, crates, hampers, etc. "Portables" carry in either direction, are sturdily built for tough service. Four standard sizes all easily moved by one man. Write for demonstration.

Portable Machinery Division, A. B. FARQUHAR CO., LTD.
2549 N. Koster Ave. 502 Duke St., York, Pa. 560 Clifton Ave.
CHICAGO, ILL. CLIFTON, N. J.

Save money

with these quality business cards!



Saving need not mean cutting quality or limiting quantity.

With Wiggins Vellotype, firms convey a favorable impression. It is the latest in raised printing, and scores of sales budgets are being cut.

SEND FOR SAMPLES

Compare your present business cards with VELLOTYPE

Wiggins VELLOTYPE BUSINESS CARDS

A product of THE JOHN B. WIGGINS COMPANY
Established in 1837 1110 Fullerton Avenue, CHICAGO



IRON HORSE

Diagonal Square Stitch Adds Strength!

Furniture Pads

- Longer Wear — Greater Strength...at NO EXTRA COST.
- Cut sizes—36 x 72, 54 x 72, 72 x 72, 80 x 72.

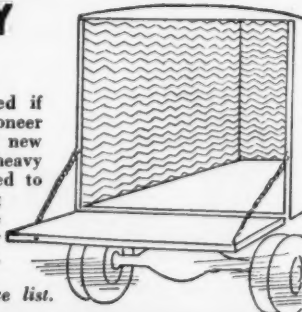
VAN LININGS
GRAND
COVERS
TIETAPE

Write for Samples!
CANVAS
SPECIALTY CO., Inc.
90 Grand Street, New York City
Phone: CAnal 6-5558
"Twenty-three years of Honest Service"

SAFE DELIVERY AND PROFITS

for your loads can be assured if you equip your vans with Pioneer Furniture Pads . . . Made of new cotton and jute. Covered with heavy cotton drill and zig-zag stitched to prevent slipping and packing . . . Pioneer Pads are available in various sizes—suitable for all vans and pieces of furniture.

Write today for complete price list.



PIONEER PADS

LOUISVILLE BEDDING CO., INCORPORATED LOUISVILLE, KY.

COVERS (Piano)

Canvas Specialty Co., Inc., 90 Grand St., New York, N. Y.

New Haven Quilt & Pad Co., 80-86 Franklin St., New Haven, Conn.

(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co., Findlay, Ohio.

(See advertisement elsewhere in this issue.)

DOLLIES

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill.

(See advertisement elsewhere in this issue.)

ELEVATORS (Portable)

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill.

(See advertisement elsewhere in this issue.)

ENGRAVING

The John B. Wiggins Co., 1110 Fullerton Ave., Chicago, Ill.

INSECTICIDES

Berion Manufacturing Co., Dept. B, Marion, Ohio

(See advertisement elsewhere in this issue.)

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.

(See advertisement elsewhere in this issue.)

NAPHTHALENE FLAKES

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.

(See advertisement elsewhere in this issue.)

PADS (Canvas Loading)

Canvas Specialty Co., Inc., 90 Grand St., New York, N. Y.

Louisville Bedding Co., 418 East Main St., Louisville, Ky.

New Haven Quilt & Pad Co., 80-86 Franklin St., New Haven, Conn.

(See advertisement elsewhere in this issue.)

Rubber's Centennial

WHEN Charles Goodyear exactly a century ago at Woburn, Mass., dropped a handful of rubber and sulphur upon his kitchen stove, thus discovering the secret of vulcanization, he opened the door to employment of over 4,000,000 persons throughout the world in 1939.

The rubber industry, on the one hundredth anniversary of Goodyear's discovery, serves as the perfect example of the axiomatic line, "tall oaks from little acorns grow," represents today a world-wide investment of \$2,698,000,000, and turns out products retailing at approximately 2½ billion dollars each year.

Survey of the world's rubber business today, in contrast with its "scratch" start in 1839, conducted by statisticians for the Goodyear Tire & Rubber Co., Akron, Ohio, reveals that 2,700,000 are employed in the growing and collecting of rubber on plantations, mostly in the Middle East.

In the fields of manufacturing and distributing rubber products, however, the United States has by far the greater number of workmen employed, with 64 per cent of the world's industrial rubber workers and distributors.

Actually engaged in rubber manufacturing the world over are approximately 250,000, of which 150,000 are employed in rubber factories of this country. Retail value of rubber products sold in the United States in 1937, latest year on which complete figures are available, was \$1,248,000,000, approximately 50 per cent of the world's total. DandW.

PADS (Kersey)

Canvas Specialty Co., Inc., 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)

Louisville Bedding Co., 418 East Main St., Louisville, Ky.
(See advertisement elsewhere in this issue.)

New Haven Quilt & Pad Co., 80-86 Franklin St., New Haven, Conn.

PAPER (Moth Proofing)

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.

PAPER (Tar)

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.

PIANO DERRICKS AND TRUCKS

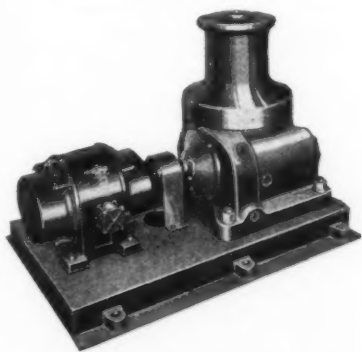
Self-Lifting Piano Truck Co., Findlay, Ohio.
(See advertisement elsewhere in this issue.)

New Link-Belt Car Spotters

FOR economically and quickly spotting railroad cars for loading or unloading, Link-Belt Co. announces that it has developed two new vertical-capstan electric car spotters, designated as No. 5-A and No. 10-A, respectively, capable of 5,000 lbs. rope pull or moving one to three cars, and 10,000 lbs. rope pull or capacity to move three to six cars, depending on track conditions, whether level, on grade, straight or curved.

The new machines employ a high torque electric motor of user's choice, connected to spotter drive mechanism by an enclosed flexible roller chain coupling, and mounted with the spotter on a welded steel base plate.

The vertical capstan, made of semi-steel or cast steel, is machine-finished to prolong the life of the haulage cable. A



strong housing completely encloses and protects the gearing. A ratchet and pawl are furnished when required, mounted inside the capstan, for holding cars on an incline when the power is off. The No. 5-A spotter is equipped with 5-hp. motor; the No. 10-A machine requires a motor of 10-hp.

The company continues to build its No. 5 and No. 10 spotters, which are more self-contained and much more compact, requiring no separate base plate, and having the 5 or 10-hp. electric motor mounted on the side of the machine as an integral part of it.

Both styles are illustrated, tabulated and described in a new 6-page folder No. 1592. A copy may be obtained by addressing the manufacturer, Link-Belt Co., 2410 West 18th St., Chicago, or other office of the company. DandW.

HERE'S SURE
MOTH
PREVENTION



A sure way to protect against moths without costly vaults. Use any tight space in your warehouse and liberal quantities of

WHITE TAR NAPHTHALENE BALLS OR FLAKES

Also Manufacturers of "White Tar" Pine Tar Paper in Continuous Rolls
Write for Prices and Catalog No. 60 Today

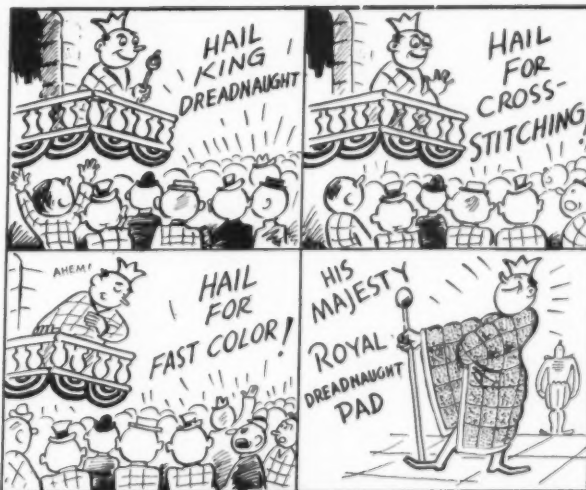


THE WHITE TAR COMPANY
OF NEW JERSEY, INC.

(a KOPPERS subsidiary)

Belleville Turnpike

Kearny, N. J.



Order Your Furniture Pads NOW!

- DOZ. 36 x 72 in. cut size @ 11.50 Doz.
- DOZ. 54 x 72 in. cut size @ 16.50 Doz.
- DOZ. 72 x 72 in. cut size @ 20.00 Doz.
- DOZ. 72 x 80 in. cut size @ 21.00 Doz.

Terms: 2% Cash 10 days, Net 30 days on approved credit
(or 3% C.O.D.) F.O.B. New Haven, Conn.

New Haven Quilt & Pad Co., New Haven, Conn.

BARRETT NIFTY LIFTER

Moves boxes, barrels, bags, baskets, bales, cartons, crates, coils, cylinders, furniture, etc. Faster, cheaper, safer and with less "back-breaking" effort. Multiplies manpower, reduces hazards, systematizes handling. One Nifty Lifter used with any number of skids.



10 types of skids handle any merchandise, any container, any shape. Get our catalog and free trial plan!



BARRETT-CRAVENS COMPANY

3277 W. 30th St., Chicago

Representatives Everywhere

HAMILTON TRUCKS

Casters

Wheels

INDUSTRIAL CASTERS

SWIVEL OR RIGID
SINGLE OR DOUBLE
WHEEL

Warehouse Trucks TRAILERS, SKIDS
DOLLIES

LIFT TRUCK SYSTEMS

WRITE FOR DESCRIPTIVE LITERATURE

The Hamilton Caster & Mfg. Co.

DEPT. D., HAMILTON, OHIO

PLATFORMS (Lift Truck)

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill.

Standard Pressed Steel Co., Box 560, Jenkintown, Pa.
(See advertisement elsewhere in this issue.)

RACKS (Storage)

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill.

TRAILERS (Industrial)

Clark Tractor Co., 131 Springfield Place, Battle Creek, Mich.

(See advertisement elsewhere in this issue.)

TRAILERS (Motor Truck)

Fruehauf Trailer Co., 10936 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)

TRUCK BODIES (Refrigerated)

Fruehauf Trailer Co., 10936 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)

International Harvester Co. of Am., 180 No. Michigan Ave., Chicago, Ill.

Speedy
HANDLING WITH
Safety

Pianos, Refrigerators and all kind of hard-to-handle pieces are safely and much more easily moved when you are equipped with the right trucks to do the job. We have the answer to your particular handling problem. You will save the cost of these trucks many times a year. Send for special data.

SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

TRUCKS (Hand)

Barrett-Cravens Co., 3277 West 30th St., Chicago, Ill. (Platform, Stevedore)

Hamilton Caster & Mfg. Co., Dept. D. Hamilton, Ohio.

Self-Lifting Piano Truck Co., Findlay, Ohio. (Special piano)

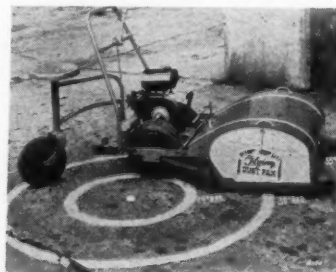
Standard Pressed Steel Co., Box 560, Jenkintown, Pa. (Platform)
(See advertisement elsewhere in this issue.)

TRUCKS (Refrigerator)

Self-Lifting Piano Truck Co., Findlay, Ohio.

"The Flying Dust-Pan" Makes the Dust Fly

A NEW mechanical device that may do much to revolutionize the sweeping of factories and sidewalks has just been perfected by a Cleveland industrial engineer, R. C. Howell. It will pick up and deposit in the dust-pan every kind of debris from fine dust, hair or bits of paper, to heavy dirt with stones the size of a hen's egg or larger, and as close as 1½ in. from the wall. It uses many types of broom materials, from very soft, flexible fibre to extra stiff wire. The pressure of the

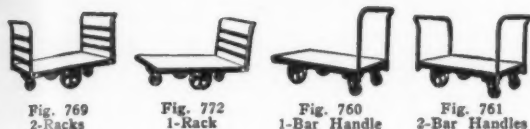


broom on the floor is fixed and non-adjustable and remains constant throughout the life of the broom, regardless of how much the diameter of the broom decreases through wear.

Although "The Flying Dust-pan" is 72 in. long, it can be turned around by hand in an aisle 60 in. wide, and can sweep a factory floor or a city street clean at a speed of about 3 miles an hour.

The device is fitted with General Jumbo, Jr. pneumatic tires with tubes, the driving tires being 14 in. in diameter and the seat tire 12 in. Driven by a 1 hp. motor, it requires a commercial vehicle license when used on streets and highways.

Every part Strong as the Rest...



... and that's mighty Strong, for
"HALLOWELL"
FLOOR TRUCKS
are all steel construction

"Hallowell" Floor Trucks are made in so many different styles you're sure to find just the type you need in our catalog. Write for a copy now.



The platforms take hard bangs and shocks without splitting or splintering, for they're built of a single piece of smooth, heavy steel plate.

Welded joints provide lasting rigidity. Wheels, properly made and properly mounted, roll smoothly and easily without wearing unevenly.

For long truck life with minimum maintenance, be certain to specify "HALLOWELL."

STANDARD PRESSED STEEL CO.

BRANCHES
BOSTON
DETROIT
INDIANAPOLIS
JENKINTOWN, PENNA.
Box 540
BRANCHES
CHICAGO
ST. LOUIS
SAN FRANCISCO

The Economies of Differential Dual Wheels

DIFFERENTIAL Dual Wheels, a product of the Detroit Compensating Axle Corp. of New York and Detroit, were publicly exhibited for the first time at the National Motor Truck Show in New York.

The importance of Differential Dual Wheels lies in the fact that they effect a minimum of 100 per cent economy in tires and 10 per cent in gasoline. The chief reason for this is the elimination of tire drag, the biggest enemy of rubber and power.

Instead of locking the 2 tires together on a single wheel, as all Duals have heretofore been made, the tires on Differential Dual Wheel assemblies are freed by mounting them on separate wheels, one with the other (telescoping hubs). At the same time, dual-wheel braking is provided. A clutch member within the wheels, operated by brake pressure, locks the 2 wheels together for equal and simultaneous braking on all 4 tires.

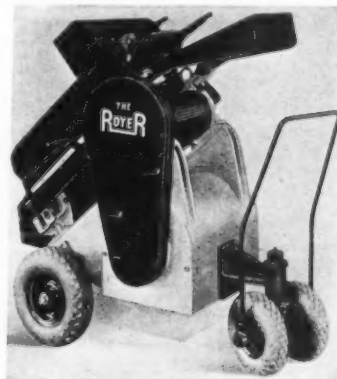
The principle of differential action, or independent rotation of dual-tired wheels, is not new. As early as 1935, this same company conducted experiments along this line, but it was not until this year that independently rotating wheel units became commercially available. These new wheels are universally applicable to all trailers and 3rd Axle trucks; require no special axle construction; fit any dead or trailing axle; require only average lubrication; are interchangeable with conventional or integral wheels, and cost less than the tires whose life they double.

A number of the nation's largest fleet operators, both public and private, have specified them on their equipment, including the Gulf Oil Corp., Horton Motor Lines, American Can Co., The Borden Co., Acme Freight Lines, L. & L. Freight Lines, Barnwell Bros., R. C. Motor Lines, Tidewater Associated Oil Companies and the Standard Oil Co. of N. J. *DandW.*

Box Car Loader for Loose Materials

POWDERED, crystalized or granulated materials are quickly loaded into box cars, gondolas, trucks, bins or conveyor belts with the Royer Loose Material Loader.

Material to be loaded is shoveled or otherwise fed into a hopper. A rapidly moving belt operating at a 90 deg. angle, on which rows of wear-resistant metal teeth are fastened, car-



ries the material to the discharge opening. An adjustable deflector regulates the arc taken by the discharged material. Tramp iron, stones and extraneous materials are ejected for ready disposal.

Materials loaded by the Royer at the same time undergo a thorough mixing, blending and aerating process. Materials with moisture content as high as 27 per cent can be readily handled. The machine also provides an ideal mixing-in unit.

Made in four sizes with capacities up to 1,500 lbs. per minute. Available with gasoline engine, electric motor or belt-to-power drives. Manufactured by the Royer Foundry & Machine Co., 158 Pringle St., Kingston, Pa. *DandW.*

Developments in MASS DISTRIBUTION

By JOHN H. FREDERICK

Prof. of Transportation and Industry,
School of Business Administration,
The University of Texas

"Economy in Modern Distribution"

PROFESSOR FREDERICK will contribute a series of 9 articles, beginning with the May issue of D and W. His subject will be "Economy in Modern Distribution."

In this series he will point out to various major industries just what has been done or should be done to secure the maximum in distribution economy.

The different industries to be considered are as follows: Food, Textile, Forest Products and Paper, Chemical and Allied Products, Leather, Stone, Clay and Glass, Iron, Steel and Allied Products, Non-Ferrous Metals, and Machinery.

THERE are various ways of defining the term "mass distribution." Some people take it to mean sale of goods through large retail outlets such as various types of chain stores. They absorb such a mass of products that they are often called "mass distributors." Others take mass distribution to mean the total amount of manufactured goods as a mass passing through primary channels of distribution in any 1 yr. This is the way the term is used here.

Taking 1935 as our example, which was the last year in which the Census Bureau asked manufacturers, as a part of the census of business, to report the amount of their sales that went through various primary channels of distribution, we find that the total amount distributed in that year was \$43,801,214,000. This figure represents the total value of goods sold and shipped from 134,392 manufacturing plants—the total mass distributed. These goods went through the various primary channels of distribution as follows:

This is our picture of mass distribution.

A paper presented at the American Warehousemen's Assn. convention, Dallas, Feb. 17.

Primary Channel of Distribution	Amount	% of Total
Wholesale branches with or without stock	\$7,499,535,000	17.1
Industrial users ..	10,742,251,000	24.5
Wholesalers and jobbers	10,134,396,000	23.2
Own retail stores ..	629,139,000	1.5
Retailers including chain stores	8,412,051,000	19.2
Household consumers	795,488,000	1.8
Own organization plants	4,350,795,000	9.9
Amount impossible to allocate to any particular channel	1,237,559,000	2.8

CHANNELS OF PRIMARY DISTRIBUTION

Industry Group	Own Wholesale Branches		Industrial Users		Wholesalers and Jobbers		Own Retail Stores		Retailers		Household Consumers	
	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent
	1935	1929	1935	1929	1935	1929	1935	1929	1935	1929	1935	1929
Food and Kindred Products	21.5	24.6	7.9	6.9	28.5	31.6	3.8	3.2	33.2	29.2	5.1	4.5
Textiles and Their Products	4.8	5.8	16.9	13.0	15.3	22.4	5.1	4.6	55.3	50.8	2.6	3.4
Forest Products	5.9	4.5	32.0	38.8	27.1	30.2	1.3	1.2	29.6	24.5	4.1	0.8
Paper and Allied Products	5.8	3.8	54.9	51.8	32.4	39.1	6.8	5.3	0.1	(a)
Chemicals and Allied Products	20.2	12.2	30.9	33.5	31.0	39.1	0.3	0.5	15.3	12.7	2.3	2.0
Petroleum and Coal Products	64.3	60.1	10.0	8.5	19.6	18.6	4.4	7.6	1.6	5.2	0.1	(a)
Rubber	43.0	41.7	29.3	25.9	15.9	16.1	2.7	0.5	9.0	15.6	0.1	0.2
Leather and Its Manufactures	20.4	21.3	18.4	14.5	16.7	25.0	2.7	3.7	41.6	35.1	0.2	0.4
Stone, Clay and Glass Products	28.4	4.9	31.6	36.3	18.8	49.8	0.3	0.1	16.9	6.2	4.1	2.7
Iron and Steel and Their Products	21.3	5.9	59.8	55.8	13.4	34.1	0.3	0.3	4.8	3.9	0.4	(a)
Nonferrous Metals and Their Products	6.8	5.9	61.1	56.3	20.6	27.8	0.2	0.3	10.4	8.2	0.9	1.5
Machinery	20.1	17.8	44.5	41.9	24.6	29.0	2.9	4.4	7.4	6.7	0.5	0.2
Transportation Equipment	19.4	17.0	21.8	24.3	26.3	27.5	0.4	1.9	31.4	29.1	0.7	0.2
Miscellaneous	4.4	5.9	6.6	9.0	72.8	67.0	0.6	0.6	13.9	14.8	1.9	2.7
All Products ..	20.6	18.0	24.6	26.0	27.3	31.8	2.2	2.4	22.9	20.0	2.4	1.8

(a)—Less than 1/10 of 1%.

The year 1935 was not the first time that manufacturers had been asked to report on the channels of distribution through which their products first moved. They had also been asked this in 1929. So with the results of the 1929 and 1935 Census Bureau Studies at hand we can see some important developments in mass distribution, indicated in those industry groups for which 1935 figures are comparable with 1929 figures.

This comparison brings out some very interesting changes that have taken place and shows that the channels used in mass distribution are not stable, but are changing as conditions warrant. All manufacturers have taken an increasing interest in distribution and are realizing that it is as important, if not more important, than production. In fact, today for many manufacturers the opportunity to bring the level of their prices down to what industrial and household consumers can afford to pay for their products lies in the field of economies in distribution rather than in economies in production.

Taking up each of the groups to which the Census Bureau assigns the manufacturing plants of the country, on the basis of their product or group of products of chief value, we note that in 1935 the manufacturers comprising the Food and Kindred Products Industry Group distributed less through their own wholesale branches, but made considerably more sales direct to retailers. Wholesalers in this field practically held their own.

In the Textiles and Their Products Industry Group, we find manufacturers making much less use of wholesalers in 1935 than they did in 1929, with a correspondingly greater increase in their direct sales to industrial users and direct sales to retailers.

In the Forest Product Industry Group there was considerable falling off in direct sales to industrial users and a considerable increase in direct sales to retailers and household consumers with the position of the wholesalers practically unchanged.

In the Chemical and Allied Products Industry Group, we find manufacturers increasing their sales to their own wholesale

(Continued on page 87)

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1880 Nearly Sixty Years of Honorable Service 1839

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HEAVY HAULING—STORAGE

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Complete Storage and Distribution Service
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Agent for Allied Van Lines, Inc.

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Distribution
Compartments
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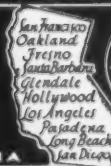
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COMPLETE FACILITIES EFFICIENT SERVICE
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50 Motor Trucks

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Your Detail Handled as You Want It

11TH & R-STES.

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Specializing in General Merchandise, Hops and Flour.
Private Siding on S.P.R.R.—10-Car Capacity. Distribu-
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Bostwick and Cannon at Cal. Meetings

The California Van and Storage Assn. had as guests at a recent meeting leaders from the National Furniture Warehousemen's Assn. National president W. M. Bostwick and Field Secretary Forrest Cannon were welcomed by members of Northern California locals, including Stockton, San Jose, Berkeley, Oakland, San Francisco in a large get-together meeting. Mr. Bostwick and Mr. Cannon told how the National association planned to co-operate with locals in the solution of major problems that affect the industry the country over, the matter of rate-cutting being an outstanding example.

The national leaders were on a field trip that included visits to locals in California, Washington and Oregon.

San Francisco Losing Tonnage Because of State Control

SAN FRANCISCO is fighting for control of its own port, now State-administered. Bills in the legislature transfer control of San Francisco harbor from the State to the City. San Francisco business men and port authorities say that State control of the harbor has not resulted in development of the port, but a decided decline in tonnage. State control, they say, is rapidly resulting in San Francisco losing to other ports in California.

During the past 10 yrs., San Francisco has suffered a loss of 4,000,000 tons of tonnage estimated at \$60 a ton, a loss exceeding a quarter billion dollars. These figures were given by Assemblyman Ray Williamson, in a talk before the Pacific Ocean Section of the Commonwealth Club, San Francisco, recently. While San

San Francisco was losing this vast amount of tonnage, other ports have shown an increase in California.

Mr. Williamson says:

"Los Angeles has passed San Francisco in the volume of eastwise and intercoastal harbor tonnage, while narrowing the gap between Los Angeles and San Francisco ports in the matter of general tonnage. Excluding petroleum, the general cargo tonnage handled in Los Angeles, including lumber, was 1,193,322 tons last year. That is within 250,000 tons—or 5 per cent—of the general cargo handled across San Francisco harbors."

San Francisco's program for harbor home rule provides for employment of an experienced port director, who would be responsible to a five-man harbor utility commission. An extensive program of harbor promotion is also outlined.

Cal. Household Warehouse

Rate Decision After April 20

Household goods warehousemen and movers in California still do not know whether they will have to face a decrease in rates in line with what appears to be the present temper of the State Railroad Commission, or win their claim that existing rates, far from being too high, are now in many instances losing operators money. Hearings on the household goods cases, Nos. 4086 and 4099, were held Feb. 15-16-17 in San Francisco before Commissioner Devlin. No decision has yet been rendered. The household goods men have been given until April 20 to file further briefs and a decision will be handed down by the Commission some time after that date.

Associations represented at the hearings before the Commission were California Storage Assn., San Francisco Movers, Inc., Alameda County Draymen's Assn., and United Independent Van and Warehousemen's Assn. Speaking for memberships at these bodies was a joint council composed of the following executives: J. W. Barker, C. Harold Sexsmith, Jackson W. Kendall and Emmett Hart. The Council presented for their associations composite exhibits showing average costs for performing various services usual to the business of household goods moving, local and long distance moving and miscellaneous occasional services. The 3-day hearing was taken up with the presentation of the exhibits of the associations and of the engineer of the commission, and cross examination of representatives of both sides. Exhibits for the commission were presented by Grant Malquist of the Engineering Department of the Railroad Commission and Jas Mulgrew of the Rate Division. In his cost study, Engineer Malquist purported to show the minimum costs of an efficient moving operator. The testimony indicated the Commission's cost study had been made without reference to any actual mover or group of movers or research into their costs. Suggested rates were based not on weighted averages of actual operations, but on the Commission representative's own judgment of what was fair and reasonable.

Legislation Big Topic at Cal. Truck Convention

LEGISLATION was the burning topic at the annual convention of Truck Operators sponsored by all truck owners' associations in California in the first combined convention of this kind to be held. Meeting in Oakland, on Feb. 23-24-25 in conjunction with the Fifth Annual Convention of the Truck Owners' Association of California, this joint convention drew delegates and visitors from all over the State. The big meetings were legislative ones. The truck owners of the State have a joint legislative committee of ten members.

Roy B. Thompson, executive secretary of the Truck Owners' Association of California, and David G. Shearer, Council of Truck Assn., are chairmen for Northern and Southern divisions respectively, with

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Largest and most complete storage and trucking service on the Pacific Coast.

Operating in San Francisco, Oakland, Stockton and Sacramento.

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Modern Merchandise Warehouses

A dependable agency for the distribution of merchandise and manufactured products.

Storage
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Free Switching

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We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers

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 Motor Truck Service to all towns in Connecticut.
 Low Insurance Rate. Prompt, Efficient Service.
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STORAGE and DISTRIBUTION
 Merchandise, automobiles, furniture—23 buildings—ADT supervised watchman service—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.
 Established 1860
THE SMEDLEY CO.
 165 Brewery St., New Haven, Conn.
 Members: AWA, NFWA, CWA, MTA of C. New Haven Chamber of Commerce, Hauling member Allied Van Lines, Inc.

Brynn Belyea of Los Angeles and A. T. Smith of Jose as vice-chairmen of the committee. Detailed reports on bills in the legislature were given by Thompson and Mr. Shearer.

Mr. Shearer told the convention that of the measures affecting the trucking industry, fifty were highly dangerous, another 150 dangerous, and the remaining 200 required the attention of trucking interests in one way or another. This is the most serious legislative year that the industry has had to face in Sacramento, according to Mr. Shearer, with a long list of measures relating to labor, taxation, carrier regulation, and changes in the motor vehicle code. Operators were warned of the many bills to shorten work hours to thirty a week, to shift to employers the full load of social security. There are half a dozen bills which would give labor stronger rights in the matter of picketing, labor disputes, mediation. About 125 bills make changes in the motor vehicle code with respect to transportation of livestock, insurance, property damage, speed, parking, rear bumpers for trucks, requiring finger printing of vehicle operators, compulsory inspection of motor vehicles, and a dozen more. Mr. Shearer pointed out that truck operators must oppose certain bills put up in the guise of safety measures which are in effect attempts to make certain commercial gadgets on motor vehicles compulsory.

The compulsory inspection measure, if passed, would cost the industry millions of dollars and untold trouble. This measure was defeated once before and has been revived (assertedly by garage interests). The current proposal is that motor vehicles be inspected seven times a year, inspection fee to be paid by owners. Originally, this was to be a state measure but its proponents, foreseeing defeat, changed it to permit municipalities to require compulsory inspection. When it was objected that this might cause trucks to be held up by several towns on a route, the measure was further altered to provide that only those domiciled in a given town might be inspected by that town. Truckmen object to this also because many operators are domiciled in one town, yet work in another.

A number of bills raise the tax on fuel, particularly diesel, adding all the way from one cent to four cents additional to the gallon. There are many other tax proposals that truck operators were warned to watch. A senate bill would increase the length of vehicles slightly, make amendments respecting load, weight condition and equipment of vehicles and is considered helpful by truckmen. A measure that the industry was warned to watch is one which would change licensing to a gross weight basis.

The convention was told that truckmen are in a good position in Sacramento with respect to legislative representation. Several truckmen from the northern and southern portions of the state are assemblymen, including Don Fields, Dan Gallagher, Jos. P. Gilmore. Mr. Gilmore has introduced a bill to prevent municipalities from placing levies on trucks, and from continuing such levies as exist. In the Los Angeles area there are some levies of this type running up to \$50 a vehicle; the measure would prevent taxation on carriers under the California Railroad Commission. An assembly bill changes the speed limit from 20 to 25 miles an hour within certain limits.

The two serious problems faced by truck operators this year, according to Mr. Thompson, are taxation and regulation. Not only California legislation is menacing truck operators, but very drastic regulation in the adjoining state of Nevada. If truck legislation before the Nevada legislature should pass, Mr. Thompson told the convention, Nevada truckers would be put out of business and no California operators would care to take their trucks across the state line.

In California, the bill that is giving truckers the biggest headache is S.B. 1115 which repeals that section

(Concluded on page 54)

WASHINGTON, D. C.



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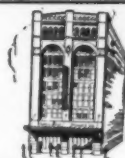
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(See Advertisement in Directory Issue, page 82)

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JACKSONVILLE WAREHOUSE & DISTRIBUTING CO.

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PUBLIC BONDED

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MERCHANDISE STORAGE AND DISTRIBUTION

60,000 sq. feet floor space

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Two Fireproof Storage Warehouses

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The Bonded Warehouse Company

Handling merchandise in brick buildings sprinklered, on private siding L&N (3-car capacity) at 710 So. Palafox St. U. S. Customs bonded; U. S. Warehouse Act bonded.

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LOW INSURANCE RATES

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 POOLED CAR DISTRIBUTION

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 LOW INSURANCE RATE.

Branch office space for rent.
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 POOL CAR DISTRIBUTION
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 C. OF GA. RY. SIDING

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M & M WAREHOUSE CO.

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Call on us for any usual or unusual service in connection with your warehousing or distribution problems. We can help you.
 Consign via any R.R.—Private Sidings A.B.&C. Ry.
 Represented by American Chain of Warehouses

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MONROE BONDED WAREHOUSES

Invested Capital \$325,000

Lowest Warehouse Insurance Rate in Atlanta

MERCHANDISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses

A. D. T. Service Member: A. W. A.

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Commercial Warehousing at its Best

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MEMBER
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ATLANTA, GA.

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California Truck Convention

(Concluded from page 52)

tion of the Public Utilities Act of the State which prevents railroads from cutting costs. If this measure should pass, truckmen believe it would result in a ruinous rate war between railroads and highway carriers. "If this railroad bill passes," Mr. Thompson said, "truck operators would be better off with no regulation at all than with this law in effect."

The legislative Committee, through Mr. Shearer and Mr. Thompson, made a strong plea for unity in the trucking industry and hailed the combined conventions of all California truck owners' associations in session as a significant step in that direction.

The imperative need for unity was stressed again by C. F. Jackson, assistant general manager of the American Trucking Association, Inc., who was visiting the Pacific Coast from Washington, D. C. Mr. Jackson gave a review of National rate action, outlining minimum rate cases, and advised the industry to come to its own agreements on minimum rates to avoid "frozen" conditions. Motor carriers must get together to set and harmonize rates was the gist of Jackson's message. Fighting internal truck rate cases before the I.C.C. is too long and too expensive a process. He warned that rates are going down, costs are going up, and only concerted action within the industry can rectify the adverse differential.

Other speakers who brought important messages to the convention were: Ray C. Wakefield, president, California Railroad Commission; E. R. Cato, chief of the California Highway Patrol; T. W. Rodgers, president, American Trucking Associations, Inc.; Hon. Harold F. Sawallisch, chairman, Motor Vehicle Committee of the Assembly; and many others, including Les C. Allman of the Fruehauf Trailer Co., who spoke on getting the right kind of publicity for trucking.

News from the Cold Storage Industry

(Continued from page 32)

ing balance of funded debt outstanding at \$61,400. In addition to sinking fund reserve a general reserve of \$5,000 is set up. Earned and distributable as at Dec. 31, 1938, totaled \$176,367 compared with \$1,649,416 at previous year-end.

W. G. Lasher, president, states that during 1938 tonnage movement through the warehouse did not conform to the usual seasonal trends. For roughly 4 mos. in the summer, he said, there resulted a loss in tonnage carried as compared with a substantial gain during the like period in previous years, and it was not until September that stocks began to build up.

Mr. Lasher added that since the latter were considerably in excess of normal the result might be attributed to the "fear of war." At the year-end approximately 3,000 tons had been gained "on balance" and the dollar result of operations was but little below the preceding year, he said.

Fairmont Creamery Distributes Frozen Foods

The Fairmont Creamery Co., Lincoln, Neb., has added the distributorship of frozen foods to its line of products. To begin with, it will feature frozen strawberries under the Fairmont label.

Urges Delaware Freezing Industry

Efforts to build a quick-freezing industry in the Delaware area of intensive truck production was urged recently by E. R. Dick of Smyrna, president of the Peninsula Horticultural Society. He said that the University of Delaware should appoint an expert in truck and canning crops to speed the development of a quick-freeze industry such as has already started in New Jersey.

Terminal, Dayton, Plans Quick-Freeze Units

The Terminal Cold Storage and Ice Co., Dayton, Ohio, is planning the installation of a series of quick-freezing compartments to be available to companies and individuals.

Freezer for Green Peas at Gaspé Peninsula, Quebec

A movement is underway at Douglastown, in Gaspé Peninsula, Quebec, for the establishment of a freezer for green peas during the coming summer. It is stated that if the plans work out the Co-Operative Butter factory at that point, unused for several years, may be bought. The Very Rev. Father G. E. Miles, parish priest, is interested, as is the Department of Agriculture.

General Foods and Birds Eye Prospered in 1938

General Foods Corp. sold the largest amount of food in dollars and tonnage in 1938 in its history as net sales rose to \$135,221,301 from \$133,126,506 in 1937. Of the 260 billion pounds of food consumed in the United States in 1938, processed by 49,000 manufacturers and sold by 49,000 grocery stores, General Foods' share of the sales, figured on wholesale costs, was less than 1½ per cent of the nation's food dollar.

Birds Eye frosted food sales increased over 1937, the total being fairly evenly divided between sales to retail

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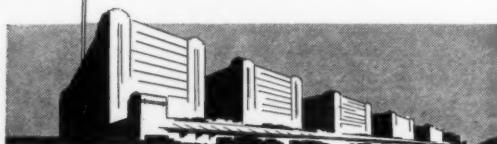
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dealers and to hotels, restaurants and institutions. The number of authorized Birds Eye retail dealers was 4,059 at the end of 1938, compared with 2,800 at the end of 1937. The number of authorized jobbers handling Birds Eye products for the institutional trade was increased during 1938 from 160 to 223.

Florida May Tax Frozen Canned Eggs and Dressed Poultry

At a recent meeting of the Southeastern Chapter of the Association of Refrigerated Warehouses, held in Jacksonville, Fla., an important subject discussed was the proposed Florida tax on frozen canned eggs and fresh dressed poultry and frozen poultry, which is expected to be brought before the House when the Legislature meets in April. The State of Florida now has a tax of \$136 per car on eggs that have been in cold storage 15 days, that are shipped into Florida. The new law would also tax frozen canned eggs approximately 1 cent per lb., and dressed poultry, whether frozen or fresh, 4 cents per lb.

"This law if enacted will be detrimental to both eggs and poultry raised in Florida, and some products that are shipped into Florida from other states," C. A. Martin, chairman of the Chapter stated. "A committee was appointed to do what they could towards having this tax forgotten when it comes up, and as it not only concerns cold storage warehouses, we think that the poultry and egg industry should lend every effort possible until the Florida Legislature adjourns in order that such a bill won't pass in that State, also see that the present tax on case eggs is eliminated entirely."

Pacific Sea Products Renovates Cold Storage Plant

The Pacific Sea Products Corp., Astoria, Ore., has put a crew to work renovating the Schmidt cold storage plant, which it purchased from Clatsop County for \$10,000.

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Correction

John J. Egan was erroneously given the title of vice-president of Associated Warehouses, Inc., in the story covering that group's election of officers, appearing in the March issue. Mr. Egan was elected treasurer. He is vice-president of the Seng Waterway Warehouse Co., Chicago.

Central Warehousemen Group of Ill. Annual Meeting June 11-13

The annual meeting of the Central Warehousemen's Association of Illinois will be held June 11 to 13 and the probable city will be Springfield. The Leland Hotel has been tentatively selected. The boards of directors will meet on June 11 at which also a golf tournament and other social events will be held. The last 2 days will be devoted to business sessions.

Cicero Traffic Conference Favors Traffic Institute

George M. Stayart, assistant general traffic manager, General Box Co., Chicago, reports that the entire membership of the Clearing Cicero Traffic Conference has gone on record favoring the professionalization of traffic management.

German Lift Vans

The German government has issued regulations requiring that lift vans containing possessions of Jews who are leaving the country for the United States must move on vessels of the trans-Atlantic Conference lines. Last year important shipments of lift vans from Germany came direct to lake ports on tramp vessels.

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Factories on the Move.

(Concluded from page 24)

financier and partner of J. P. Morgan & Co., in the Drexel & Co. affiliate of that house. A three-story "U" shaped laboratory for research work of agricultural experts will be erected on the site. New uses and markets for farm products will be sought. This is one of four such regional enterprises, the others to be at Peoria, Ill., New Orleans, La., and in the San Francisco Bay vicinity. \$4,000,000 has been appropriated for their annual upkeep.

Peerless of America, formerly Peerless Ice Machine Co., Dallas, Tex., has rented a building at 2218 North Harwood, and machinery is being installed which will make fin coils, tubing and other equipment. The plant will commence with 25 employees, a number of whom are highly specialized mechanics to be transferred from Chicago. Harry E. Kritzer, executive of Peerless of America, is in Dallas making arrangements for the branch factory to begin operations.

North Carolina Pulp Co. will build a new unit at its Plymouth, N. C., plant for the manufacture of high-grade, bleached pulp. The concern has taken over the Cherry River Paper Co. at Richwood, W. Va., and for the time being the bleached pulp made at Plymouth will be shipped to Richwood.

Norfolk & Western Railway reports that despite depressed business conditions, 158 new plants and additions were established in its territory last year. The new plants and additions involved an outlay of \$17,254,435 and employed 9482 persons. This compared with 204 industries, 13,321 employees and capital investment of \$22,486,100 for 1937.

Electro Motive Mfg. Co., Inc., Bronx, New York, will move its entire plant to Willimantic, Conn., where large space in a 1-story building has been acquired. The company employs from 350 to 400 in the manufacture of radio parts and equipment.

Agar Mfg. Corp., Whippany, N. J., manufacturer of corrugated boxes and containers, has let general contract for branch plant on Kansas Avenue, Kansas City, Kans. It will consist of three main one-story units for general production, corrugating operations, storage and distributing, respectively; also power house and office structure.

Olympia Veneer Co., Olympia, Wash., plans power-house, machinshop and other mechanical departments at new plywood mill at Willamina, Ore., where large tract is being secured. Cost close to \$400,000 with machinery. It will be operated in name of Pacific Plywood Corp., an affiliated interest.

The Mudge Oil Co., oil-producing concern controlling approximately 250 producing wells in Texas and Oklahoma, is moving home offices from Pittsburgh, Pa., to Dallas.

E. W. Mudge, Jr., vice-president, said that several persons will be brought from Pittsburgh to Dallas to handle the company's business.

The Vitrolite Products Co. has bought the three-story brick building at 914-916 McCarter Highway, Newark, N. J., from the estate of Wm. Gerstley, of Philadelphia. The buyer is a distributor for the Libby-Owens-Ford Glass Co.'s structural and decorative glass products.

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 Ask our Service Bureau for routines, rates and shipping advice FREE.
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Let's Have a Look at the Big Ten*(Concluded from page 23)*

"WHEREAS, a movement has been revived for the or-
 ganization of traffic management on a professional basis and
 establish educational standards and professional safeguards
 therefore

"BE IT RESOLVED by Phi Alpha Gamma Upsilon that
 the members and Board of Governors, collectively and in-
 dividually, will lend every possible assistance to give the
 movement impetus."—Resolution introduced and approved
 March 2, 1939.

The Phi Alpha Gamma Upsilon Fraternity is com-
 posed of students, alumni and faculty of the School of
 Traffic, Golden Gate College, San Francisco, Cal.

The present status of traffic management places it
 in the category of halfway trades. Surely, it is time
 that those engaged in traffic management arouse them-
 selves to action so that their so-called profession will
 be developed into a legally recognized full profession.

Does this at present halfway trade deserve the same
 legal recognition accorded the BIG TEN professions?

From page 677 of Mohundro's Notes, Pleading, Prac-
 tice and Procedure, published last year and worthy of
 a place in every traffic manager's library, I cite the
 definition of a profession, as prepared by the profes-
 sional conference of greek letter fraternities:

"1. Be generally recognized by universities and colleges as
 a profession by the creation of courses therein in separate
 special colleges, departments, or schools, leading up to
 recognized degrees therein, distinct from the usual general
 degrees in arts, science, or letters.

"2. Have a recognized code of ethics generally accepted as
 binding upon the members thereof.

"3. Recognize the duty of public service as binding upon
 the members thereof.

"4. Require principally mental, rather than manual or
 artistic, labor and skill for its successful prosecution."

In previous articles, abundant evidence has been
 offered to prove that traffic management is worthy of
 the status accorded the BIG TEN professions, and all
 traffic managers seem to believe their so-called pro-
 fession is worthy of this status.

How did the BIG TEN professions obtain their
 present status? Mr. Hill has ably answered this ques-
 tion. Therefore, the only logical answer to the question,
 traffic managers, do you want to place your profession
 on the same high plane as those listed as the BIG
 TEN? If yes, you now know how they got there. Then,
 get busy and "go thou and do likewise."

Members of the BIG TEN professions not only
 wanted and believed in legal recognition and protection
 for their professions, as do many traffic managers, but
 they went after it. They obtained it. This accounts for
 the difference in the value of a C.P.A. degree and the
 meaningless self-conferred T.M.

Heed the words of H. Deane Morrow: "Awake ye,
 awake ye! traffic managers, or forever hold your peace
 and just keep trudging along diligently, paving the
 way for an unexperienced and unqualified clerk to fall
 into your position and profit from your toils and ex-
 perience."

At the Cleveland convention of the Associated Traffic
 Clubs of America, the traffic manager of the Chamber
 of Commerce of a large mid-western city, advised that
 legal recognition was not necessary for traffic manage-
 ment, and cited reasons against legal recognition, but
 the following statement gives evidence of a change of
 heart:

"I am about ready to alter my position that state
 legislation is the wrong way. Mulling the matter over
 in my mind, and discussing it with others, has brought
 me around to a feeling that a statute offers the quick-
 est way to immediate concrete results. In the Michi-
 gan legislature at present are bills to make watch
 repairing and brick laying subject to examination by
 state boards. We've a fine occupation if we can't do
 as much for traffic management."

WATERLOO, IOWA

IOWA WAREHOUSE CO.

Fireproof Warehouse Motor Truck Service

Distributing and Warehousing All Classes of Merchandise, Household Goods and Automobiles

MITCHINSON, KANSAS

Aero Mayflower—A. W. A.

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Fireproof Warehouse—Merchandise and Household Goods
Private siding — Free switching — Pool car distribution

KANSAS CITY, KANSAS

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Packing, Moving, Storing and Shipping. Private Siding

Agent for Allied Van Lines, Inc.

L. J. CANFIELD, Proprietor Telephone Dr. 3420

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TOPEKA TRANSFER and STORAGE Co., Inc.

A.W.A. Established 1880 N.F.W.A.

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TWICE DAILY TRUCK SERVICE TOPEKA-KANSAS CITY
CITY-WIDE DELIVERY SERVICE

Private Switch Connections AT & SF, CR1 & P, U.P. and M.P.
Member of American Chain of Warehouses

Council of Traffic Men Formed at Kansas City, Mo.

On March 10th, C. D. Ninas, traffic manager of the Crown Drug Co., Kansas City, reports, eleven local industrial traffic managers met at his home and formed the foundation of the Council of Traffic Men. No officers were elected or any other form of organization taken. Each man present selected nine men out of the Traffic Club Roster and Transportation Directory of Kansas City and each one promised to have at least six out of their nine names at a meeting held March 23.

At the March 23 meeting it was planned to elect officers, an executive committee and to form the constitution and by-laws. At least 50 men are expected to be at the meeting and they will be requested to take five names apiece and have at least three present at a meeting to be held April 6, or soon thereafter.

DandW sincerely hopes that what Mr. Ninas has done will be a pattern for others to follow in other cities where local and state action are needed to promote interest and necessary legislation governing the elevation of traffic management as a profession.

Sugar Quota Deliveries Off

Sugar delivered to American markets under the quota law totaled 345,466 short tons, raw value, during January, according to the March 9 report of the Department of Agriculture. This compared with 374,566 short tons in the same month last year.

Stocks on hand Jan. 31, held by refiners, importers and sugar beet factories, were reported at 2,056,707 short tons, raw value, compared with 1,684,957 on the corresponding date a year ago.

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A Modern Distribution and Warehousing Service

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Murray E. Cuykendall, Gen. Mgr.
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Fireproof Storage and Sprinkler System

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TWO BIG MARKETS



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Most Centrally Located Warehouse and Motor Truck Terminal in Louisville

With a trained personnel and modern facilities for rendering efficient distribution service. ASK YOUR CUSTOMERS HERE. CHESTER BELL, Gen. Mgr.

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H. W. Lamppin, Pres.



Serve your customers in the Louisville territory promptly from stock kept in this modern, clean warehouse. The personal attention we give each account will bring in those repeat orders.

21 Trucks — Clean, Dry Space — Reasonable Rates

Responsible Service — P. R. R. Siding
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Warehousing in all its branches

Sprinklered Buildings—Most Centrally Located with Rail and Truck Sidings. I. C. Railroad.

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Complete Warehousing Service

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and T. & P.

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Warehousing and Distribution of General Merchandise except goods detrimental to foodstuffs

Modern, fireproof construction

Sprinkler system protection

Insurance rate 16 1/2c

Free switching with all railroads

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Warehouse space for rent, office or desk room



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For Details See Directory Issue
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Exclusive Agents Maryland and Vicinity for

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Vans Coast to Coast

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Switch track capacity

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Trucking Department operating 105 trucks.

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Details of N. Y. Case Involving \$50 Clause in Storage Contract

(Continued from page 19)

was smaller than originally claimed. The other package, a trunk, was claimed to be the last item given by the depositor for removal. The time of removal was of some importance because it was said the trunk contained valuable silverware which was missing and was kept for last by depositor because it was to be put into a separate vault in the warehouse. The warehouse kept sealed time-clock records in its vans to record their movements and these were produced on trial and proved conclusively that the van which removed the trunk was not at depositor's apartment at the time stated. Also, records of incoming shipments kept by the warehouse in the order in which items were received showed that this trunk was not the last item sent. On receipt by the warehouse, the trunk was immediately tied with cord, sealed, and the number of the seal noted. It was proved that the same seal, not tampered with, was on the trunk at the time claim was made.

The warehouse had information that one of the witnesses expecting to testify for the depositor was an ex-convict. He did testify. When asked on cross-examination if he had ever been incarcerated in Sing Sing prison he denied it. I showed him his rogues' gallery photograph and he denied it was his photograph. He was a negro and, therefore, difficult to identify. The crime had been committed many years before. He probably thought it would be hard to refute his testimony on short notice. The next morning, we produced in court the officer who arrested him, a finger-print expert from police headquarters to take his prints and compare them with those on file and his criminal record. He then admitted his identity.

We were able to produce evidence of two previous claims for loss of property made by this depositor. One of these claims was made in connection with goods which came from the same apartment and on the same date as those in the warehouse.

The testimony for the warehouse showed it was carefully conducted and guarded.

I have touched on some of the highlights in the facts to show the great importance of keeping careful records and preparing a case carefully in order to discourage claims of this type. The judge and jury must be convinced the warehouse is run carefully. Otherwise, they are very likely to feel that the depositor paid for protection and did not get it.

This case raised some important questions of law with reference to the clause on the standard warehouse contract limiting liability to \$50 for each piece or package in event of loss. The court held the clause enforceable.

The depositor's attorneys contended that an opportunity must be given a depositor to declare a value of more than \$50 a package on goods deposited, if depositor so desires. This is the law. It was further contended by depositor's attorneys that the mere fact that the contract states that an opportunity was given depositor to place a higher valuation is not sufficient and that the alternative rates for higher valuations must be shown in the contract. The court held that this was not necessary. I believe this a very important point. To avoid possible trouble, warehouses and carriers should place in the contract the alternative rates for higher valuations.

The depositor also tried to get out of the contract by contending that where a depositor does not read or write English and the contract is read and explained to the depositor by a representative of the warehouse, and the depositor believes and relies on the representative's reading and explanation of the contract, that the depositor is not bound by the contract if the repre-

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Use our complete facilities for the expert handling of household goods. Modern equipment for lift vans and containers.

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Fireproof Storage Warehouses
Household Goods Storage — Packing — Shipping
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Pool Car Distribution

DIRECT R.R. SIDING B. & A. R.R. OR ANY R.R.

sentative misrepresents it. The court stated that this is the law. It did not apply in this case because the depositor received a correct reading and explanation of the terms of the contract. A warehouse should be careful to have depositors read contracts or have them read by their friends or attorneys before signing. An employee of the warehouse or carrier should not read the contract to the depositor.

Another highly important question was raised on behalf of the depositor. It was contended that a verbal agreement was made between the warehouse and the depositor and goods removed two days before the contract was signed. It was argued that since the written contract was not made until after removal of the goods the verbal contract was binding. The court seemed to agree with that position. Fortunately for the warehouse, the facts did not show removal of the goods before the contract was signed, and, therefore, the court stated the rule didn't apply. It is my opinion that a written contract is binding even when signed after the removal of the goods though there has been some verbal understanding prior to removal. Nevertheless, warehouses and carriers should exercise care and not remove goods before signing of contracts.

The contract stated that the warehouse would not be responsible for more than \$50 for each piece or package. Depositor attempted to contend that she had understood that to mean that each piece of silverware in a separate paper wrapping in the trunk was a separate piece or package. The court refused to entertain that argument. It may be well to explain to depositors and shippers who are not familiar with what a piece or package means.

Operation by warehouses and carriers would be extremely hazardous if contracts limiting liability to \$50 for each package could not be enforced. Yet, this case illustrates how easy it is to evade the contracts. The chief protection against evasion is great care and prudence in keeping records and running the business. Otherwise, it is only too easy to fall into numerous pitfalls. Sympathy is usually with depositors and shippers because it is felt that warehouses and carriers have a public duty and should use commensurate caution.—Abraham Kadanoff

Mass. Conditional Bill of Sale Law Effective

The Massachusetts Furniture Warehousemen's Assn. at its regular meeting in February at the Engineers Club, Boston, centered its discussion around House Bill No. 119, which the association was successful in placing in the state books last year. This bill protects the warehouse to a greater extent than heretofore relative to household goods stored which have been purchased under conditional bill of sale.

As this piece of legislation has been the law for only a short time, but few cases as to its workability have been reported. The statute seems to be accepted by the better class furniture houses and to date none of them have refused to comply with its provisions. House Bill No. 119 reads as follows:

"Section thirty-five of chapter two hundred and fifty-five of the General Laws, as appearing in the Tercentenary Edition, is hereby amended by striking out, in the fifth and sixth lines, the words 'provided, that the property was delivered to the bailee prior to the breach of any condition on the sale or lease' and inserting in place thereof the words:—except that a lien for storage shall not prevail if the property was delivered to the bailee subsequent to the breach of any condition of the sale or lease, and if the conditional vendor or lessor or person claiming under him makes demand in writing on the bailee of the vendee for the property within ninety days from the date of the bailment,—so as to read as follows:—Section 35. As against a conditional vendor or lessor, or person claiming under him, the lien of a bailee of the vendee or lessee or person claiming under him on property exceeding twenty dollars in value, for consideration furnished, without actual notice of the conditional sale or lease, shall prevail; except that a lien for storage shall not prevail if the property was delivered to the bailee subsequent to the breach of any condition of the sale or lease, and if the conditional vendor or lessor or person claiming under him makes demand in writing on the bailee of the vendee for the property within ninety days from the date of the bailment."

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General Merchandise and Household Goods Storage. Cold Storage for
Butter, Eggs, Poultry, Cheese, Meats and Citrus Fruits
B. & A. Sidings and N. Y., N. H. & H. R. R. and B. & M. R. R.
Daily Trucking Service to suburbs and towns within a radius of fifty
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Hand WAREHOUSE CO., Inc.**

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U. S. Bonded Warehouses . . . Pool Car Distribution . . . Household and
Merchandise facilities . . . Private Siding . . . Our fleet covers Connecticut
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Members: NFWA—AWA—ACW—AVL Agents

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Fireproof Storage

Offices: 385 LIBERTY ST.

HOUSEHOLD GOODS STORAGE, Packing,
Shipping, Pool Car Distribution of All Kinds
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**Central Detroit Warehouse**

Located in the heart of the wholesale and jobbing
district, within a half-mile of all freight terminals.
Modern buildings, lowest insurance rate in city.

Michigan Terminal Warehouse

Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered,
serving the west side of Detroit and the city of
Dearborn. Specializing in heavy and light package
merchandise and liquid commodities in bulk. Con-
nected directly with every railroad entering the city.

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Motor Freight Terminal. Storage and office space for lease.
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Specialized Personal Service—We own and operate our own
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"Located Heart Jobbing District"

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37 Years' Satisfactory Service
HOUSEHOLD GOODS AND MERCHANDISE STORAGE
MOVING — PACKING — SHIPPING
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A COMPLETE WAREHOUSING AND
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Completely Sprinklered. Low Insurance Rates. Pool Car Distribution.
Covered Truck Docks.

Agents Allied Van Lines, Inc.

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The only modern fireproof warehouse in
Lansing exclusively for household storage.

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WE KNOW HOW
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BRANCH HOUSE SERVICE

... AT WAREHOUSE COST

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- Saginaw is a distribution point for Northeastern Michigan. Every merchandise warehouse facility is available at Central-Warehouse Co.
- Merchandise storage, cartage, pool car distribution, daily direct service to all points within 75 miles by responsible carriers.

CENTRAL-WAREHOUSE CO.

1840 No. Michigan Avenue
SAGINAW, MICHIGAN

ATTENTION
SHIPPERS

This is the thirty-second consecutive issue in which new warehouse advertisers have appeared in **DW**—Don't depend on the Annual Shippers Directory issue alone.

The Parade of New Products

(Continued from page 34)

Ecusta Paper Corp., has under construction a \$2,000,000 plant, near Brevard, N. C., to make cigarette paper from native flax. Nearly all of the high-type cigarette paper is now imported from France, where it is made from wheat straw. The plant is giving employment to more than 400 men, 80 per cent of whom are residents of Brevard. North Carolinians are now boasting that they can give America an all-Tarheel cigarette made completely from home-grown products. Leading cigarette manufacturers have expressed satisfaction with the paper the new company is making, and economists are pointing out that the new plant is representative of the new industrial growth of the South, which utilizes its natural resources and crops as raw materials.

Church & Dwight Co., New York, has awarded contracts for construction of a sizable addition to its soda products plant at Syracuse, N. Y., to cost more than \$50,000.

Penna. Flexible Metallic Tubing Co., will construct an addition of one-story building, 138 by 28 ft., at its plant at 72nd St. & Powers Lane, Philadelphia.

Texas' first paper mill will be making newsprint from Pine at Lufkin, Tex., the latter part of December, E. L. Kurth, president, Southland Paper Mills, Inc., announces. Construction of the plant is progressing rapidly, and by mid-April 400 men will be at work on the structure. The latter part of May the building should be assuming shape. Equipment worth \$2,000,000 has been ordered, which is about 80 per cent of the amount necessary. Experiments have proved that Texas pine makes a whiter pulp than the newsprint in ordinary use at the present time, and it produces more pounds of dry pulp per cord than spruce. This is the first newsprint mill to be erected since the research of the late Dr. Chas. E. Herty developed a method of utilizing pine for making newsprint.

The Beatrice Creamery Co. has purchased the Blue Valley Creamery Co., and its chain of 14 plants at Chicago, in a transaction which involved about \$650,000. The sale of the Blue Valley Co. to Beatrice unites two of the oldest creamery firms in the middle west. It has been estimated that sales of Blue Valley ranged from \$10,000,000 to \$15,000,000 annually, while those of Beatrice have averaged around \$60,000,000. No changes are expected to be made in the personnel, with present plans including the retention of the 600 Blue Valley employees.

The merger of Eno Proprietaries, Ltd., and subsidiaries, with Beecham Pills, Ltd., of England is complete, Richard G. Blomfield, Beecham export manager, has announced. Eno controls the Eno "fruit salt" companies operating throughout the world, including the United States. It also owns the Harold Ritchie sales organizations, the Thermogene Co., and Scott & Bowne, Bloomfield, N. J. The transaction involves about \$10,000,000, and the physical properties include factories in Canada, the United States and South America.

The Giacomo Wholesale Grocery Co., Krebs, Okla., recently established a branch house in Sapulpa, Okla. The firm carries a full line of quality groceries, flour and feed, and plans to manufacture and sell wholesale poultry and livestock feed, and a special balanced dairy feed after an original formula by S. D. "Steve" Giacomo, head of the firm. S. D. Giacomo will personally manage the Sapulpa plant.

MINNEAPOLIS, MINN.

ANCHOR WAREHOUSE, Inc.

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For Distribution Throughout the Entire Northwest
200,000 Square Feet—Free Switching—Centrally Located
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100 trucks available for pick up and delivery service.

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Pool Car Distribution

Industrial Facilities

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MDSE. & HOUSEHOLD GOODS
WAREHOUSE CO.
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ST. PAUL, MINN.

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 Complete Warehouse Facilities for Storage and Distribution
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 Experienced Organization and Equipment for
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 Modern Buildings, Sprinklered, Private Siding ICRR Co.
 Low Insurance Rates
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 Central Missouri's only Fireproof Warehouse
 Moving - Packing - Crating - Storage
 Transportation—Warehousing
 Daily freight service to 100 Central Missouri towns South of the Missouri River.
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 Distribution and storage of merchandise
 Fireproof warehouses—Motor van service
 On railroad siding—Lowest Insurance rates
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it's the A-B-C FIREPROOF WAREHOUSE CO.
 Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.
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Merchandise Storage - Low Insurance Rates - Pool Car Distribution - Freight Forwarders and Distributors via rail or daily motor service to entire Southwest.
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TRANSFER & STORAGE CO.
 MEMBER OF American Chain of Warehouses Association • Traffic Club Chamber of Commerce
 "Surrounded by the Wholesale District"
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 228-236 West Fourth St.

The Southern New Hampshire Warehouse Co., Nashua, N. H., is acting as distributor for P.O.N. ale and beer produced by the Christian Feigenspan Brewing Co., Newark, N. J.

Banfield Frozen Food Co., Tulsa, Okla., was recently issued a charter to quick-freeze and provide for storage of meats, vegetables, fruits and other food stuffs. The capital stock is \$25,000. Frank W. Banfield, Alexander Johnston and Virgil S. Tilly, all of Tulsa, formed the new company.

Carack Co., Inc., 22 W. 19th St., New York, manufacturer of electric lamps and lighting fixtures, has leased about 50,000 sq. ft. in building at Bush Terminal Third Ave., near 34th St., Brooklyn, for plant.

Bowers Battery Mfg. Co., Reading, Pa., manufacturer of electric storage batteries and parts, is considering one-story addition to plant at Spring Valley near Reading. Cost over \$50,000 with equipment.

Rising Paper Co., Housatonic, Mass., manufacturer of bond and other writing papers, has asked bids on general contract for two-story mill addition. Cost over \$80,000 with equipment.

Eastman Kodak Co., Kodak Park, Rochester, N. Y., has let contract for new two-story and basement processing plant at 1013 No. Las Palmas Ave., Los Angeles. Cost about \$150,000 with equipment.

Chesapeake-Camp Corp., Franklin, Va., manufacturer of kraft paper stocks, plans 2 one-story additions for expansion in recovery division and for pulp department respectively.

Liberty Cherry & Fruit Co., Inc., 2nd & Madison Sts., Covington, Ky., processed fruits, will take bids soon for one-story addition, about 52,000 sq. ft. of floorspace, and improvements in present plant. Cost over \$85,000 with equipment.

Cream of Wheat Corp., Minneapolis, has a new product, a quick cooking cereal that is announced after a 5-yr., \$75,000 research project. The product is called the 5-Minute Cream of Wheat.

Cooperweld Steel Co., Glassport, Pa., has completed substantial expansion of its plant. Additions to buildings and installation of equipment in various departments have materially increased productive capacity of the 21-acre factory.

Penick & Ford, Ltd., 420 Lexington Ave., New York, food products, has let general contract for three-story addition to factory at Cedar Rapids, Iowa. Cost about \$125,000 with equipment.

H. J. Heinz Co., 1062 Progress St., Pittsburgh, food packer and canner, plans one and two-story factory branch, storage and distributing plant at Mulberry & 17th Sts., Harrisburg, Pa. Cost over \$65,000 with equipment.

Emm-An-Cee Co., 645 No. St. Clair Ave., Chicago, manufacturer of food products, has let general contract for new one-story and basement plant at Bloomington and Major Aves. Cost over \$65,000 with equipment.

General Foods Corp., plans to erect a four-story brick and concrete building, having a total floor area of 100,000 sq. ft., and costing about \$250,000, as an addition to its extensive plant in Hoboken, N. J. The corporation owns 10 acres which it purchased from the Lackawanna R. R. The additional building will be used for the manufacture of cans and containers for its many coffee products, and the daily output is expected to reach 400,000 cans. The building will be ready for occupancy about Aug. 1.

KANSAS CITY, MO.

50TH YEAR

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Efficient, Complete Merchandise Warehousing Service

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(West 10th Street)

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KANSAS CITY, MO.

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Operating 240,000 sq. ft. fireproof sprinkler equipped space; 14-car sidings; Insurance rate 10.4; dockage for 30 trucks; free switching, free pickup and delivery to and from freight houses; local, regional and storage-in-transit service; space and offices for rent. Field Warehousing, Financing.



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Pool car distribution - Financing of Stocks

Modern Fireproof buildings on switch track

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THE ONLY WAY TRANSFER & WAREHOUSE CO.

1400-10 St. Louis Ave.

Two Merchandise Warehouses — Cartage

POOL CAR DISTRIBUTION

Our Specialty

Isolation of Lignin in Wood

Announcement has been made that many years' work by Dr. F. E. Brauns, research associate and instructor at the Institute of Paper Chemistry at Appleton, Wis., has culminated in isolation of lignin as it occurs in wood. Lignin is a compound which must be removed along with other materials from wood before satisfactory paper pulp can be produced from the wood.

It is stated that investigators had been trying for 50 yrs. to solve the "lignin problem" but up to the present no one had succeeded in isolating lignin without using such strong acid or alkali re-agents that lignin lost its natural properties.

At present, practically all lignin is a waste material, although a small amount is used in manufacture of vanillin as a road binder, as a tannin material and as a source of yeast.

Trade Needs More Tung Oil

Great possibilities for tung oil development in the southern section are seen by George L. O'Brien, president of the O'Brien Varnish Co., South Bend, Ind. Mr. O'Brien is one of the large consumers of this product.

KANSAS CITY, MO.

Established 1926

THE H. H. SMITH STORAGE CO.

1015-19 Mulberry St.

Merchandise Storage—Drayage—
Pool Car Distribution

Private sidings U.P. and C.B.&Q. Rys.

KANSAS CITY, MO.



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Merchandise Storage and
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Track Connections with All
Rail and River Lines.

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200,000 Sq. Feet of Service
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Lowest Insurance Rates Twenty-five acres of space

Consolidated freight depot in our building, serving all 15
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Covered railroad docks, capacity 100 cars daily.

Spacious truck docks facing wide streets to speed up service
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Twenty floors office space in connection.

Our prices comparable with other warehouses in this territory.

Storage available on lease or tariff basis.

ST. LOUIS MART INC.

Warehouse Division.

12th Blvd. at Spruce St.

St. Louis, Mo.

ST. LOUIS, MO.

"SERVICE THAT EXCELS"

Six warehouses in metropolitan St. Louis for your distribution.

Our facilities include a warehouse in East St. Louis, Illinois, ideal for
serving the large territory on the East Side.

Dock facilities at Warehouse No. 6, located on Mississippi River—
Exclusive with us in St. Louis.

Liquor Storage—U. S. Internal Revenue Bonded Warehouse No. 1,
U. S. Customs Bonded and Tax Paid Space under same roof.

Complete Distribution Service—Low Insurance Rates.

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General Storage
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Freight Terminal

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1876

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Pool Car Distribution

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FREIGHT TRUCK CONNECTION TO ALL OF THE CENTRAL PART OF THE STATE

1939

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Concrete fireproof construction. 215,000 sq. ft. storage; 3000 sq. ft. office and display space. Consign shipments any railroad. Free switching. Low insurance rates. See D. & W. annual Directory.

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OMAHA, NEB.



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CENTRAL STORAGE & VAN CO.

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FIREPROOF WAREHOUSE . . . TRUCKAGE . . . MOTOR TRUCKS

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FORD BROS
Van & Storage Co.

OMAHA, NEB.

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Merchandise and Household Goods

Four modern, sprinklered warehouses, located on truckage. We handle pool cars, merchandise and household goods trucking service. Let us act as your Omaha Branch.

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OMAHA, NEB.

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MERCHANDISE — HOUSEHOLD GOODS

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Fireproof Building . . . Truckage . . . Motor Trucks

MANCHESTER, N. H.

Make Our Warehouse Your Branch Office to Complete Service in New Hampshire

NASHUA, N. H.

CONCORD, N. H.

McLANE & TAYLOR

Bonded Storage Warehouses
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General Merchandise Storage & Distribution, Household Goods, Storage, Cold Storage, Unexcelled Facilities.
Pool Car Distribution

Direct R. R. Siding, Boston & Maine R. R.

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RUTHERFORD, N. J.

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STORAGE . . . SHIPPING . . . PACKING

HOUSEHOLD GOODS

Most Modern Equipment in North Jersey
Motor Vans for Local and Long Distance Moving
Operating Holman Warehouses

Members N. J. F. W. A. and N. F. W. A.
Agent: Allied Van Lines, Inc.

HOBOKEN, N. J.

HOBOKEN DOCK CO.

General Offices: No. 1 Newark St.

General Merchandise Storage and Distribution
Piers—Railroad Sidings—Factory Space
Correspondence Invited

NEWARK, N. J.

MEMBER: N.J.F.W.A. and N.F.W.A.

PACKING!

MOVING!

STORAGE!

dependable since 1860

KNICKERBOCKER

STORAGE WAREHOUSE COMPANY

96 to 106 ARLINGTON STREET

74 to 76 SHIPMAN STREET

Wm. R. Mulligan, Pres.

James E. Mulligan, Sec'y and Mgr.

He states that "production on the Gulf Coast, from Beaumont, Tex., to Gainesville, Fla., this year will amount to about 8,000,000 lbs. The country will need probably 140,000,000 lbs. From China, the principal source of supply in the past, we may expect only a dribble this year. Indications are that there will be a shortage of tung oil, and the shortage may be severe."

Picayune, Miss., is one of the tung production centers on the Gulf Coast.

Sears Roebuck Co. Extends

Sears Roebuck Co. plans construction of a three-story building on a site in the business section of Nashua, N. H., purchased recently by the Amoskeag Realty Co. The mail order concern has taken a long-term lease.

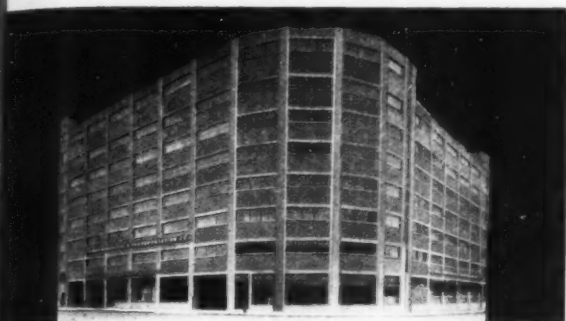
Use of Trade Name Restrained by Cal. Court

Use of the trade name "Beacon Furniture Warehouse" has been restrained by Judge Minot Moore of the California Superior Court, in a suit brought by Bekins Van & Storage Co., Los Angeles, against Beacon Furniture Warehouse.

The court pointed out that it is not necessary to prove fraudulent intent in such cases, and by reason of the similarity of the word "Beacon" to the word "Bekins," as well as by reason of the use of the word "Warehouse" in connection with the words "Beacon Furniture," the said name adopted by the defendant is likely to be confused with the trade name and corporate name of the plaintiff company, and to result in misleading the furniture buying public to patronize the defendant under the mistaken belief that the plaintiffs were being patronized.

NEWARK, N. J.

**"KEEP UP WITH THE MODERN DAY
... DISTRIBUTE THE LEHIGH WAY"**



"LEHIGH WAREHOUSE offers an all-inclusive responsibility for complete distribution within this vast industrial area of 26,000,000 people. Twenty years serving the largest nationally known manufacturers proves a sound, progressive organization of distribution specialists."

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ELIZABETH—BRANCH—825 NEWARK AVE.—1,000,000 sq. ft. Fireproof, reinforced concrete const. Floor load, 250 lbs. Sprinkler sys.; local alarm sys.; Watchmen; Ins. rate, 8c up to 16.7c. Siding on Penn. R.R. Cap., 30 cars. Sheltered motor plat.; Cap., 30 trucks.
SERVICE FEATURES—Bonded; Licensed, U.S. Whs. Act; U.S. Int. Rev.; U.S. Cust.; State. All employees bonded. Pool car distributors. Motor terminal and transport service; Company operated fleet of motor trucks covering the Metropolitan area with a regular delivery service; Licensed and bonded trucks maintained to transport liquor and imported merchandise. Special trucks and crews for delivery and installation of electric refrigerators, washing machines, etc.



Established 1919

**LEHIGH WAREHOUSE
AND TRANSPORTATION CO., INC.**

N. Y. State Bills Defeated

The Austin Bill, which would prohibit charges by warehouses for labor when access is had to goods, also when goods are brought to or taken from the warehouse by outside trucks, has been definitely defeated in Committee at Albany.

Similar information with respect to the Cheney Bill, prohibiting use of highways on week-ends to trucks, has been received.

**Camden (N. J.) Refrigerator and
Terminals Co. Formed**

Formation of a new company to be called the Camden Refrigerator & Terminals Co., and the issuance of a new mortgage to provide approximately \$250,000, were announced as provisions of a plan approved March 17 in Camden, N. J., by Federal Judge John Boyd Avis, in the reorganization of the bankrupt \$2,500,000 Camden Rail & Harbor Terminal Corp. Court approval of the plan, as suggested by trustees, was reported to virtually end litigation pending since September, 1932, when the company was declared bankrupt.

Officers and directors of the new company to serve pending election of permanent directors by stockholders were named by Judge Avis as follows: president, Andrew J. Brown, Perwood, Pa.; vice-president, Frederick Cohen, Merchantville, N. J.; secretary, Collier B. Sparger, Scarsdale, N. Y.; treasurer, William E. Manners, Wenonah, N. J.; directors, Andrew J. Brown, Frederick Cohen, Collier B. Sparger; Samuel Cooke, Elkins Park, Pa., and Percy Ingalls, Orange, N. J.

The plan had been accepted by more than two-thirds of each class of bondholders, and more than 50 per cent of the stockholders. The confirmation order as drafted was approved by the Securities & Exchange Commission.

After liquidation of the mortgage, the present direc-

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Newark Central Warehouse Co.

General Offices:

110 Edison Place, Newark, N. J.

In the heart of Newark—serving New Jersey and the entire Metropolitan Area. Sprinklered—low insurance rates. Central R.R. of N. J. 30 car siding. 25 motor truck delivery platform. Motor Freight Terminal. Merchandise automobile storage—branch office facilities.

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**MANNING'S WAREHOUSE
CORPORATION**

FIREPROOF STORAGE
Offices: 28 Bank St.

Household Goods Storage, Packing and Shipping.
General Merchandise Storage and Distribution, Pool
Cars Distributed
Ship via Pa. R.R. or Reading R.R.

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DON'T MOVE

Until You Get An Estimate From
DALTON TRANSFER AND STORAGE COMPANY
115 S. John St. Phone 398

Members Southwest Wh. Ass'n—Mayflower Wh. Ass'n.

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**SPRINGER TRANSFER COMPANY, INC.
ALBUQUERQUE**

Operating the Only Fireproof Storage Warehouse
in New Mexico

Complete and efficient service in distribution, delivery
or storage of general merchandise or furniture.

Member of N.F.W.A.—A.W.A.

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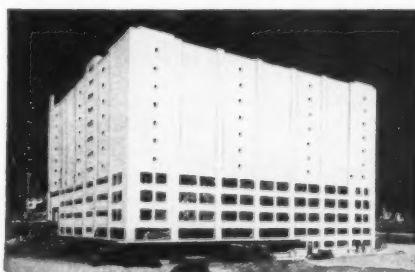
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Storage for every need. Pool cars a specialty. Available storage space for rent if desired. Direct track connections with all railroads running into Albany.

Member { American Chain of Warehouses
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FLEET OF MOTOR TRUCKS FOR DISTRIBUTION OF ALL KINDS
POOL CAR DISTRIBUTION OF MERCHANDISE
YOUR ALBANY SHIPMENTS CAREFULLY HANDLED
Collections promptly remitted

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BOWNE-MORTON'S STORES, INC.

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FREE AND BONDED WAREHOUSES
Licensed by Cocoa, Rubber and Metal Exchanges
N. Y. City Office: 67 Front St. Tel. BOWling Green 9-0780
DISTRIBUTION BY BROOKHATTAN TRUCKING CO., Inc.
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BROOKLYN, N. Y.

Within the Lighterage Limits of New York Harbor

GREENPOINT TERMINAL CORPORATIONFREE AND BONDED WAREHOUSES
STEAMSHIP PIERS

Fronting on East River, Foot of Greenpoint Ave., Milton, Noble and Oak Sts. Lowest storage, cartage, labor, lighterage and wharfage. Rates quoted on request.

MILTON AND WEST STREETS, BROOKLYN, NEW YORK

BROOKLYN, N. Y.

World's Fair ServiceComplete facilities for the storage and packing of
Works of Art and exhibits of all kinds.

20 Minutes from World's Fair Grounds

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Established 1860

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Fireproof Warehouses

491-501 Bergen St.

"First Moving Vans in America"

Modern Depository for the Storage of
Household Goods

BROOKLYN, N. Y.

When you use

So. 11th St. Warehouse in Brooklyn

you have Waterfront, Free Lighterage, the use of all Rail and Water
Facilities, Sprinkler System, Low Insurance, A. D. T. Supervision.
With an All Dependable WAREHOUSE SERVICE.**SOUTH ELEVENTH STREET
WAREHOUSE CORPORATION**

480 KENT AVENUE, BROOKLYN, N. Y.

Member A.W.A. WAREHOUSE ASS'N PT. N.Y.

BUFFALO, N. Y.

**GENERAL MERCHANDISE
STORAGE—DISTRIBUTION**RAIL-LAKE-CANAL
TERMINALSINTERIOR WAREHOUSES
100% HEATED—SPRINKLERED

600,000 SQUARE FEET

80 CAR SIDINGS

ERIE—NYC—BFLO CREEK RR

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tors will be replaced or re-elected by the common stockholders. If the arrearage on preferred stock reaches 7 per cent, however, the preferred stockholders take control.

**George Winkler, Jr., Heads
Rug Cleaners Institute**

At a recent 2-day convention of the Rug Cleaners Institute of America, Inc., revived after a lapse of yrs., by representatives of the industry, George Winkler, Jr., treasurer and manager of John Winkler's Sons Inc., Far Rockaway, N. Y., was elected president.

A governing board composed of nine regional vice presidents also was chosen by the delegates, who authorized the body to arrange for a headquarters and employment of a salaried executive. The regional vice presidents are as follows: P. Sunderland, Baltimore; M. Nahigian, Chicago; L. M. Trudell, Detroit; M. Jehrehin, Philadelphia; W. V. Haas, Hartford; R. L. Pyle, District of Columbia; W. H. Kieswetter, Cleveland; E. Hanrahan, Boston, and H. A. Gross, East Newark, N. J.

The national organization is expected to devote attention mainly to research and to problems of plant operation.

Morris H. Landau, manager of the delivery group of the National Retail Dry Goods Assn., advised the cleaners to adopt a consolidated pick-up and delivery service in metropolitan areas, stating that such a step would save cooperating members at least 10 per cent on costs.

**Protest Pulp Storage
at New York**

The Association of American Woodpulp Importers has protested to the import committee of the eastern trunk lines that the storage rate at New York of 5½ cents per 100 lbs. for the first 30 days or fraction thereof would prove burdensome to the woodpulp trade. It was pointed out that the 5½ cents storage rate applies on general merchandise whereas woodpulp is a much cheaper commodity, one that only can be had from the Baltic during the open season of navigation. Thus it is necessary that large quantities be shipped ahead of the winter season.

Effective as of April 1 eastern trunk lines will amend the New York harbor lighterage tariffs by cancelling special storage charges which have been applicable on imported woodpulp, crude rubber and clay in bulk. As of that date the standard schedule of storage charges will apply in compliance with findings of the I.C.C. in the ex-parte 104, part VI, case. In its decision, the I.C.C. ordered the rails serving the New York harbor to cease providing storage facilities at less than actual cost.

Before April 1, woodpulp at New York was granted storage at a rate of 17 cents per 2,000 lbs. for the first 30 days and 5½ cents per 2,000 lbs. for each succeeding period of 10 days. On crude rubber the first 30-day storage charge has been 1½ cents per 100 lbs. with a further charge of ½ cent per 100 lbs. for each succeeding 10-day period. On import clay in bulk a storage charge of 2¼ cents per 100 lbs. or 45 cents per 2,000 lbs. has been charged for the first 10 days with an additional charge of 1 cent per 100 lbs. or 20 cents per 2,000 lbs. for each succeeding 10 days.

From April 1 on the storage charges on these commodities will be 5½ cents per 100 lbs. for the first 30 days or fraction thereof and 1½ cents per 100 lbs. for each succeeding 30 days or fraction thereof.

The carriers have indicated to the woodpulp importers that for the present they are without specific data as to the cost of providing storage for import woodpulp at New York. Accountants have been at work

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making cost studies and not until these are completed will it be known whether lower rates can be applied. The rails intend making the rates lower, if it is possible.

The woodpulp importers have indicated that it is necessary for them to maintain storage stocks in order to be able to supply spot orders in competition with mills in Canada, southern United States and on the Pacific Coast. Under present rules, if the import woodpulp leaves possession of the rail carrier, the import rail rate cannot be applied when shipped to the consuming points.

It is stated that the eastern trunk lines import committee has been quietly but actively considering development of a rule where import rates would be made applicable on import cargo stored in private warehouses. The present rule limits import rates to cargo which has not left the possession of the rail carrier.

Business-Consumer Relations

Conference June 5 and 6

A get-together of leaders of business, consumer, educational and government groups will be held under the guidance of the National Association of Better Business Bureaus at the Hotel Statler, Buffalo, N. Y., June 5 and 6. This conference is scheduled to plan realistic programs of cooperation in regard to advertising and selling practices beneficial to both business and the consumer. The first day will cover the following subjects, "What Consumers Want" and "What Educators Are Doing." The second day's topics will be "What Government Is Doing" and "What Business Is Doing." Those who wish to register can do so by writing the National Association of Better Business Bureaus, 80 Summer St., Boston.

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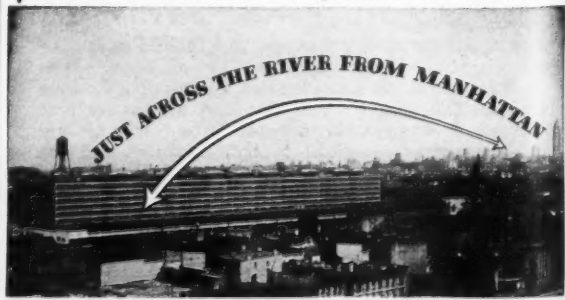
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Write for circular and specific information



The Story of Quick Freezing

(Continued from page 31)

country. Hotel and restaurant buyers are more price-minded than label-minded. They will not pay a premium for a particular brand of spinach coming a great distance if local packs of equal quality are available. For a number of individual packers the necessity to create their own market is imperative. For such there is hope in the cooperative marketing idea which the Pacific Egg Producers Cooperative has developed to a high degree under the "Pep" Brand. The barest outline of unpredictable trends in distribution are visible at the moment.

"The only question is: Who, in addition to pioneering Birdseye, is going to make an effort serious enough to be rewarded by a nation of consumers with an insatiable appetite for better and cheaper foods? The challenge is worthy of the best producing and merchandising brains the industry can muster—it demands no less."

Distribution

General opinion in the quick-freezing and refrigerating industry and among food growers and distributors is that major problems, both past and present, are those of marketing rather than of production. Information available to the industry at large shows that technical problems for a wide range of products have already been solved by operating concerns, equipment manufacturers and governmental or scientific laboratories.

Promotion of sales to retail consumers has been difficult, because of necessity for:

1. Overcoming popular prejudice against foods that have been frozen;
2. Education as to quality offered, compared to usual varieties of fresh and canned produce;
3. Education as to relative cost per portion served;
4. Education as to proper methods of cooking and serving;
5. Securing adequate number of retail outlets;
6. Providing retailers with low temperature display or storage cases;
7. Overcoming antagonism of butchers and green grocers;
8. Devising channels for low-cost and prompt distribution from warehouses to retailers;
9. Securing revision of antiquated "cold storage" laws and regulations in some localities.

Prejudice against frozen foods in some quarters is strong, and suggestion has therefore been offered that term "quick-frozen" should be replaced by "hard-chilling," "frosted," or some other unobjectionable or attractive name.

Features of frozen foods which give them potential economic advantage over fresh foods old in bulk include:

1. Elimination of inedible or unnecessary parts before packaging, which
 - a. Prevents waste,
 - b. Permits compact packaging,
 - c. Reduces weight and space occupied in shipping and storing.
2. Permits economic manufacture of by-products from inedible portions removed at source.
3. Economic utilization of seasonal excess crops;
4. Elimination of spoiled stale products at point of final distribution;
5. Reduction in size of retail establishments, and in skill or training of retail store attendants.

In 1932, the distribution of quick-frozen products, with the exception of fish, was largely limited to retail outlets. Within the past 6 years, however, marked progress has been made in broadening the channels of distribution to include both retail and wholesale outlets. While at the present time, retail distribution is limited to concentrated areas, largely in the eastern part of the United States; on the other hand, wholesale distribution has now been established through representative jobbers in the most important trade centers throughout the country. Distribution through jobbers covers the sale of these quick-frozen products to hotels, restaurants, dining cars, clubs, public institutions and steamship lines where the products are used advantageously, resulting in increased demand.

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portions removed, and ready for cooking or consumption, have been of particular advantage in service to the wholesale or institutional trade. The preparation of these foods does not require so much help or so much space and, when held under proper temperature conditions, these foods provide a stability that solves the problem arising from uncertainties as to weather conditions or other factors affecting patronage where only a minimum is served and a maximum had been provided for. In other words, the carrying of a stock of these foods under refrigeration assures a flexibility that makes possible the serving of 2,500 portions or 500 portions, as the case might be, without loss or waste.

To provide for increased demand and in order that distribution may be efficiently and economically handled with a minimum cost from the standpoint of transportation and storage, production facilities have been established in nearly all geographical sections of the country where these products are available.

Now that these foods are available, most of the hotels and other eating places of this character have installed or are in the process of installing adequate refrigeration facilities for holding stocks of these quick-frozen foods, which include a full line of meats, fish, poultry, vegetables and fruits. In the larger places, these facilities are in the nature of refrigerated rooms; while in the smaller restaurant and in dining cars, low-temperature cabinets are provided of a capacity sufficient for holding quick-frozen foods and ice cream to provide for maximum demand. Starting in a modest way in 1932, this wholesale distribution of quick-frozen foods has quite rapidly and consistently expanded and substantial yearly increases in volume of sales is the best barometer to indicate the successful trend of this industry.

The 1937 season proved that frozen foods could be sold to the middle class market. Lately this class has been somewhat indifferent to certain brands, partly because of economic reasons, but in the main from causes which the distributors themselves have created in a rush to expand markets beyond ability to cultivate. Proof of this lies in a study of brand sales during the past several months, showing increases on the one hand and declines on the other. The inescapable conclusion is that inexperienced management is responsible for the decline affecting those brands which skyrocketed into fame last year on the tail of Birdseye's ascending kite. Nevertheless, the packer who is honestly proud of his quality and will embark on a program to create consumer acceptance of the idea that there is actual economy and better living in the widespread consumption of his brand is assured a profitable, increasing market for his products.

Right now the distributing machinery for creating an unprecedented demand for frosted foods is anxiously waiting to be reorganized. Wholesalers now operating, as well as a number who wish to begin operations, give every indication of a basically healthy attitude toward frosted foods. Even their critical appraisal of present weaknesses is based on the earnest hope that the industry's ills will be alleviated. They will respond enthusiastically to packers who display a helpful attitude of cooperation because they too have their eye on the billion dollar market envisaged for frosted foods about 10 yrs. ago—an estimate that may still prove to be only slightly exaggerated, if not actually conservative.

What advice can be given to a cold storage business which intends to adopt, entirely or in part, the new method of quick-freezing?

It would not be wise to suggest to such an enterprise that it change to quick-freezing, as long as all pros and cons of this innovation are not yet carefully and surely studied. And even if this were so, when the

(Concluded on page 79)

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U. S. Customs and Internal Revenue Bonded Warehouse No. 7
Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouses for household goods. Modern equipment combined with speedy service.
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55,000 SQUARE FEET OF SPRINKLERED
WAREHOUSE SPACE TO SERVE YOU

SCHNEIDER STORAGE CO.
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Merchandise and Household Goods
Stored and Distributed

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Local and Long Distance Trucking
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(Flint, Cortland and Hoefler Sts.)
Merchandise Storage Pool Cars
Penn. R. R. Siding Inter-City Truck Depot



CINCINNATI, OHIO

**The Cincinnati
Transfer Co.**

739 W. 6th Street

WAREHOUSING

POOL CARS TRUCKING

Let us reduce your distribution
costs.

Member: Ohio Whsemen's Assn.



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F. L. CONATY, Pres.

CURTIS STORAGE & TRANSFER, INC.

"STORE WITH CONFIDENCE"

Specializing in Merchandise Storage
Pool Car Distribution—Bulk Tank Storage
Operating Own Delivery Equipment
Private Siding N.Y.C.R.R.

FRENCH & WINTER STS.

CLEVELAND, OHIO

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"The Three R's" In Modern Warehousing
RESPONSIBILITY
REPUTATION

RELIABILITY — are found at
THE GREELEY-GENERAL WAREHOUSE CO.
Located in the New York Central Freight Terminal at Broadway and E. 15th St.

CLEVELAND, OHIO

**LEDERER
TERMINALS**

... HAVE SOMETHING IN STORE for you ...
THREE GREAT WAREHOUSE LOCATIONS
GENERAL OFFICE, 1531 W. 25th St.

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS

SHIPMENTS to Cleveland, consigned to
The Lincoln Storage Company over any
railroad entering the city, can be handled
from freight car direct to our loading plat-
form.

Carload shipments to our private siding,
11201 Cedar Ave., on the N. Y. C. Belt
Line, connecting with all R.Rs. entering
Cleveland; L. C. L.-Penna. Euclid Ave. Sta.
adjoining Euclid Ave. warehouse; other
R.Rs. to Cleveland, Ohio.

LINCOLN STORAGE

W. R. Thomas, Pres.

5700 Euclid Ave.

CLEVELAND

11201 Cedar Ave.



CLEVELAND, OHIO

TEL. CHERRY 4170

NATIONAL TERMINALS CORPORATION
1200 WEST NINTH STREET

Three Modern Fireproof Buildings—Two with Dock Facilities on
Cleveland's Water Front
Most Economical Warehouse and Distribution Services
VIA WATER—RAIL—TRUCK ARE AVAILABLE THROUGH
Cleveland's Largest Cold and General Merchandise Warehouse

(Concluded from page 76)

enterprise would come to the conclusion that it ought to adopt quick-freezing for the sake of business (to meet the demand of the market), it would be justified in risking only a small investment for the installation of a small quick-freezing system for experimental purposes, for approximately 12-18 months.

Only the results of such an experiment could definitely show the commercial advantages or disadvantages of such an undertaking in each specific case.

Bibliography:

Four Years' Progress in Quick Freezing, by Gardner Pool and M. Zarotschenzeff

Recent Progress in Quick Freezing, by Gardner Poole
Development in Refrigeration on Fish in the United States, by James M. Lemon

The Service of Cold Storage in the Conservation of Foodstuffs, by I. C. Franklin

Between Two Oceans, by M. T. Zarotschenzeff
Frozen Foods, by Louis Elliott & W. F. Friend

Ohio Valley Carloadings Will Increase 15.4%

Carloadings in the Ohio Valley will increase 15.4 per cent in the second quarter of this year according to figures compiled March 14 by the Ohio Valley Transportation Advisory Board.

The requirements are prepared quarterly for the Association of American Railroads so that car equipment can be readied to handle the volume. Major shippers representing 30 classes of commodities prepare figures based on production schedules. Carload requirements revealed at this meeting are widely considered an accurate business barometer because the middle-west is a typical cross section of the country's enterprise. Estimates have been for many years within about one per cent of actual shipments.

During the second quarter of '39 carloadings were set at 534,709 as against 467,443 last year. Greatest increases were in agricultural implements and vehicles, 81.4 per cent; lime and plaster, 42.5 per cent; lumber, 40 per cent. Only four of the 30 commodity groups showed decreases: hay, straw and alfalfa, and livestock, each —10 per cent; flour, meal and mill products, 1 per cent; fertilizers, 4.7 per cent.

A. M. Stephens, traffic manager of the Standard Oil Co., Louisville, is general chairman of the Advisory Board and N. S. Worrell, American Zinc Oxide Sales Co., Columbus, is chairman of the executive board.

Ohio Furniture Group Endorses Rate Regulation

The Ohio Furniture Warehousemen's Assn. in its annual meeting at Columbus, March 5 and 6, voted endorsement of House Bill No. 453 known as the Bartell Bill which would place rates and regulation of household goods transportation under the State Public Utilities Commission.

The measure was introduced in the House of Representatives of the State General Assembly with the sponsorship of the Ohio Association of Commercial Haulers and the Furniture warehousemen. In committee it was amended to include a specific definition of household goods as defined in the Burbank tariff. Committee reported favorably on the proposed measure and it is awaiting a hearing on the floor of the House. Informed circles predict its passage by both houses at this session.

The bill provides that "In addition to the authority otherwise conferred, the public utilities commission of Ohio is hereby vested with power and authority to institute and conduct a full investigation into the matter of the rates and practices of motor transportation companies in connection with the transportation of household goods over irregular routes under certificates of public convenience and necessity granted by this commission; to institute and conduct such

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- Eight modern warehouses
- Special storage facilities
- Low insurance rates
- Private switch facilities
- Quick deliveries

A warehouse in each major section of the city.

The **NEAL**
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Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

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AN ASSOCIATED

From Every Angle FACILITIES TO MEET YOUR NEEDS



MAKE THIS MODERN PLANT YOUR CLEVELAND BRANCH.

PRIVATE SIDING ON N. Y. C. R. R. GENERAL OFFICE
ROUTE STOP-OVER CARS VIA BIG FOUR R. R. 1300 W. NINTH STREET

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IN ALL ITS RAMIFICATIONS STORAGE OF MERCHANDISE AND ITS DISTRIBUTION RAILWAY WAREHOUSES, Inc.

IN
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Surpass Competition in This District
FOR

Facilities, Service and Security
Fireproof Sprinklered Warehouses Most Centrally
Located and Free from All Traffic Hazards
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Address 3540 Croton Ave., S. E., Cleveland, Ohio

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81 WEST 42ND ST. PHIN. 4-0946 1525 NEWBERRY AVE. MONROE

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Cover OHIO from Columbus

Modern warehouses and bonded storage facilities. A.D.T. System. Private double track siding. Receiving floor at car level. Shipping floors at truck level. Free switching from all railroads.

Columbus Terminal Warehouse Company
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Established in 1882

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Member of Ohio Warehousemen's Association

COLUMBUS WAREHOUSES, INC.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—3 BLOCKS OF

CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES

228 West Broad St., Columbus, Ohio

For the convenience of shippers, this section is arranged geographically

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Consign Your Household Goods Shipments to

DAN EDWARDS at COLUMBUS

Packing—Shipping—Storage—Local and Long Distance Moving—Steel and Concrete Warehouse—Private Siding

EDWARDS TRANSFER AND STORAGE CO.
426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Warehousemen's Assn.

COLUMBUS, OHIO

CHAS. F. COHAGAN, PRES.
LET US SERVE YOU AT COLUMBUS

COLUMBUS: — Ideally located for your stocks in Central West.

THE MERCHANDISE WAREHOUSE CO.: — In the Center of Columbus on route No. 40 on your way West or East. We invite inspection; no obligations.

SERVICE: — For the most exacting. No account too complicated.

Let us serve you at Columbus.

PRIVATE SIDING ON N. Y. CENT. RY.—if-car capacity.

U. S. Customs Bonded

The Merchandise Warehouse Co.
370 W. Broad St. Columbus, Ohio

MEMBER: A.W.A.—O.W.A.—A.C.W.

A D T System

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The NEILSTON STORAGE CO.
260 EAST NAGHTEN ST.

Modern fireproof warehouse for merchandise—Low Insurance—Central location in jobbing district—Private railroad siding—Pool cars distributed.

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96 MAPLE ST.

Located in the heart of the wholesale district. Modern fireproof building for merchandise storage. Pennsylvania Ry. Siding — Local Distribution — Pool Car Distribution

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180 East Mill St., Marion, Ohio
Est. 1895

Strictly Fireproof warehouse for Merchandise and Household Goods. Lease Space. Cold Storage, Private Siding into warehouse. For complete service contact us.

Member: M.W.A.—O.F.W.A.—O.W.A.

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A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

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2 WAREHOUSES

Merchandise and Household Goods Storage, Moving, Packing, Shipping
Distribution of Pool Cars

Member of May WA—OFWA—TOL—CA

133 St. Clair St. Adams 7144

proceedings, both formal and informal, as may be necessary and proper in the performance of its duties hereunder; to prescribe reasonable rules, regulations, practices and rates governing such transportation, in accordance with the declared policy and purpose of regulation of motor transportation under the provisions of this chapter; and, consistent with such declared policy and purpose, to regulate, alter, modify and fix such rules, regulations, practices and rates at any time, upon its own motion or upon complaint, and after the giving of at least fifteen days' notice and an opportunity to be heard to the parties concerned."

Harry Sain, safety division of the State Industrial Commission, spoke on "Safety Provisions"; Roy Snetzer, Interstate Commerce Commission, bureau of motor vehicles, told of the "Interstate Commission and Hours of Service"; Thomas O'Shaughnessy, Unemployment Compensation Commission, discussed "Unemployment Compensation."

The Warehousemen reelected three directors: L. A. Roller, Lakewood Storage, Inc., Cleveland; W. C. Burbank, Burbank-Barbe Cartage Co., Warren, and P. J. Herbert, Wm. Herbert & Son Co., Youngstown.

The board of directors reelected these officers: President, Ed H. Lee, H. C. Lee & Sons Co., Toledo; vice president, A. B. Compton, Jr., Lincoln Storage Co., Dayton; treasurer, A. H. Naish, "Al" Naish Moving & Storage Co., Cincinnati; and secretary, L. A. Roller, Lakewood Storage, Inc., Cleveland.

Other directors of the association are: T. J. Hill, Windermere Storage Co., Cleveland; H. E. Fox, Knickerbocker Warehouse & Storage Co., Akron; and James G. Murrin, Fireproof Warehouse & Storage Co., Columbus.

(Since the foregoing was written, we regret to announce the sudden death of L. A. Roller, secretary of the O.F.W.A., on March 29.—Ed.)

Pillar Rock Cannery, Astoria, Ore. Reopens

The Pillar Rock Cannery of the New England Fish Co., at Astoria, Ore., has been reopened for a run of albacore tuna packing.

The cannery will establish a \$10,000 cold storage plant to handle the halibut and cod trade, and the expanding tuna business. Upwards of 1,000,000 lbs. were handled last season, which has induced the company to enlarge its facilities.

Columbia River Packing Builds New Cold Storage Plant

The Columbia River Packing Assn. is erecting foundation for its new cold storage plant at Astoria, Ore. The lower Columbia is getting ready for the greatest fishing and packing season since David Hume put up the first salmon in tins at Eagle Cliff in 1866. Storage facilities will be more than doubled, and will permit packing of tuna from late summer until next April.

Installation of new machinery for processing tuna in addition to salmon will be started soon on the company's Elmore cannery.

Corner Expressman Disappearing

The corner expressman is disappearing from the streets of Denver, Colo., according to a recent survey. This means that with changing times that phase of the transfer business is also experiencing a change. A decade ago more than 600 expressmen had their stands in downtown Denver. Today, that number has dwindled to 50, the survey shows. The change is being brought about by the fact that nowadays if a chair, a load of books or the laundry has to be moved, people either take it themselves in their automobile, or there is some service maintained to take care of the errands.

TOLEDO, OHIO

GREAT LAKES TERMINAL WAREHOUSE CO.

321-359 Morris Street—Toledo, Ohio

GENERAL MERCHANDISE

AND COLD STORAGE

Complete Warehouse Facilities

Private Sidings NYC and B&O RR's A.D.T. Service
Represented by
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Floor 3-1235 OF WAREHOUSES Harrison 1496

TOLEDO, OHIO

Merchants and Manufacturers Warehouse Co.

15-29 So. Ontario St.
Center of Jobbing District

Sprinklered Fireproof Building—100,000 Square Feet—Dry Storage—
Private siding—Free Switching—Merchandise Storage—Pool Car Dis-
tribution—Negotiable receipts—Transit Storage Privileges—Low In-
surance Rates—City delivery system.

TOLEDO, OHIO

NATIONAL TERMINALS CORPORATION

OFFICE: 247 MORRIS STREET
Phone Adams 8275

Most Economical Warehouse and Distribution Services Via Water, Rail
and Truck Are Available Through Toledo's Best Located Most Accom-
modating Warehouses and Docks.
Two Private Docks Capable of Serving Any Size Boat on the Lakes.
Both Inland and Dock-Side Warehouses.

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"QUICK SHIPPERS"

TOLEDO TERMINAL WAREHOUSE, INC.

128-138 VANCE STREET, TOLEDO, OHIO

Merchandise storage . . . Pool car distribu-
tion . . . Fireproof . . . Private siding Nickel
Plate Road . . . Free switching . . . Nego-
tiable receipts . . . Transit storage arrange-
ments . . . Motor truck service . . . Located in
jobbing District . . . U. S. Customs Bonded.

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MUSKOGEE TRANSFER & STORAGE CO.

Merchandise and Furniture Storage
Pool Car Distribution

The only Fireproof Storage Warehouse in Muskogee

Private Siding Free Switching
Member N.F.W.A. Agent Allied Van Lines

OKLAHOMA CITY, OKLA.

Commercial Warehouse Co.

Exclusive Merchandise Storage
Pool Car Distributors

Free Switching 14c. Insurance rate

OKLAHOMA CITY, OKLA.

O. K. TRANSFER & STORAGE CO.

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HOUSEHOLD
GOODS
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Bonded Under State Law

Oklahoma Bonded Warehouse Company

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Merchandise Warehousing Pool Car Distribution

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Brick and Concrete Construction Building, Strictly Fireproof—
Automatic Sprinkler System, Insurance Rate 11.4c. Santa Fe
Siding Conveniently located in Downtown Industrial and Retail
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Fireproof Warehouse for Mer-
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Automatic Sprinkler System
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We Solicit Your Accounts for
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OKLAHOMA CITY'S FINEST WAREHOUSES

RELIABLE VAN & WAREHOUSE CO.

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POOL CAR DISTRIBUTION

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MDS. STORAGE & DIST.

Punctual Service & Remittances
Centrally Located—Low Fire Rates

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Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit
your shipments to our city and assure you we will reciprocate
and guarantee prompt remittance. Located on Railroad.
Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouses

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Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses
Licensed under the U. S. Warehouse Act
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SPECIAL ATTENTION GIVEN TO POOL CARS
Our private siding is served by all railroads
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Established 1868

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Lowest Insurance Rates—Sprinkler EquippedMember A. W. A.
Eastern Representative Distribution Service, Inc.

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MERCHANDISE WAREHOUSING AND TRANSPORTATION

Pool Cars and L. C. L. Distribution to the Pacific Northwest and
Inland Empire with Free Pick Up and Delivery Service to All Main
Points. Route your shipments Via Water or Rail to us.

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Our Personal Supervision assures you prompt and proper service.

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Agents: Universal Transcontinental Freight Service

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ALLENTOWN
BETHLEHEM
AND EASTON
Private Siding
LEHIGH & NEW
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500,000 CU. FT. GILD STORAGE
200,000 SQ. FT. DRY & HOUSE-
HOLD STORAGE

LEHIGH AND NEW ENGLAND TERMINAL WAREHOUSE COMPANY
15th Avenue, North of Broad Street, Bethlehem, Pa.

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Pool Cars
Efficiently
Handled
Merchandise
and
Household
Goods Storage

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P. R. R. Siding Agent for Ave Mayflower Transit Co.
American Warehousemen's Association, Mayflower Warehousemen's
Association, Penna. Furniture Warehousemen's Association, Penna.
Warehousemen's Association, American Chain of Warehouses

HARRISBURG, PA.

KEYSTONE WAREHOUSE

GENERAL MERCHANDISE STORAGE

POOL CARS DISTRIBUTED

BRICK BUILDING—LOW INSURANCE

STORE DOOR DELIVERY ARRANGED FOR
PENNA. R. R. SIDING

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HAZLETON, PA.

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Storage in Transit Pool Car Distribution

Packing — Shipping — Hauling

Fireproof Furniture Storage

Est. 1913

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LANCASTER, PA.

Keystone Express & Storage Co.

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Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE

Siding on P. R. R. and P. & R.

LANCASTER, PA.

LANCASTER STORAGE CO.

LANCASTER, PA.

Merchandise Storage, Household Goods, Transferring,

Forwarding

Manufacturers' Distributors, Carload Distribution, Local

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Members May. W.A.—P.F.W.A.

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Est. over 50 years.

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Absolutely Fireproof

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Cable Address "Fenco"

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SHIPPERS

When you must move
your executives or personnel
from one city to another, call in
one of our household goods warehouse
advertisers. He can save you time, worry
and unnecessary expense.

Where Young Industries Get Their Start

(Continued from page 21)

The Center has a 4,000 hp. power plant, furnishing electric light and power, hot and cold water, steam for heating, and high pressure steam for processing. There is ample fire protection, with A.D.T. watchman service, complementing automatic sprinkler systems. Architectural and engineering services are available, as a licensed architect is on the premises for consultation, and to assist in developing plant layouts, plans for alterations or additions, etc., at moderate cost. An electric shop at the Center, with a licensed electrical contractor, is available, with 400 motors in stock for quick replacement in case of breakdown. There is a machine shop, carpenter shop, millwright department, steamfitter—all of these at the beck and call of tenants for construction and maintenance work, with a staff of more than 100 people at the command of tenants.

One of the slogans used by the Center in its direct-mail and other advertising campaigns is "A City Within a City—the Only Complete, Self-contained Industrial Center." The employees of the Center—and the force as a large one—is imbued with the spirit of "self-containedness" at various times during the year, when the management issues circulars, impressing the employees with the fact that the Center is self-contained, as almost anything that the employees wish to buy, espe-

KEY TO MAP ON PAGE 20

- 1. Office and Warehouse of Atlas Storage Co.
- 2. A Dock Warehouse of Atlas Storage Co.
- Manufacturers—Candy
 - 1. American Candy Co.
 - 2. Ziegler Co., Geo.
- Manufacturers—Enamelware
 - 1. Geuder, Paeschke and Frey Co.
 - 2. National Enameling and Stamping Co.
- Manufacturers—Paint
 - 1. F. F. F. Bros., Inc.
 - 2. Pittsburgh Plate Glass Co.
- Freight Depots and Steamship Docks
 - 1. C.M.St.P. and Pac.Ry.—Minn. St. P. and S. S. M. Ry. Co.
 - 2. C. N. S. and Milwaukee R. R. Co.
 - 3. C. and N. W. Ry.
 - 4. Wisconsin & Michigan Steamship Co. and Pere Marquette Line Steamers.
 - 5. T. M. E. R. and L. Co.
- Wholesale Coffee, Teas and Spices
 - 1. Jewett and Sherman Co.
- Wholesale Druggists
 - 1. Dohmen Co., F.
 - 2. Milwaukee Drug Co.
 - 3. Yahr-Lange Co.
- Wholesale Grocers
 - 1. Godfrey and Sons, E. R.
 - 2. Hoffman Sons Co., John A.
 - 3. Pieper Co., O. R.
 - 4. Ralston Co., B. A.
 - 5. Roundy, Peckham and Dexter Co.
- Wholesale Hardware Dealers
 - 1. Frankfurth Hardware Co.
 - 2. Pritslaff Hardware Co., John
 - 3. Shadbolt and Boyd Co.

cially at Christmas and Easter time, can be bought from the tenants of the Center. In some cases the purchase could not be made right on the ground, but as Milwaukee's largest department store, and another of the smaller ones, house their excess stock at the Center, the employees of P. & V. are urged to patronize the tenants' city stores for their needs, including household appliances, radios and wearing apparel, thousands of dollars of which are stored in the Center.

An educational program carried on by the Center from time to time has made most of the manufacturing, wholesale and distributing concerns in and around Milwaukee conscious of the completeness of the Center, and, of course, these campaigns reach beyond the confines of Wisconsin, as all of the larger companies, and smaller ones, too, are circularized in an effort to bring

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Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.

Agent for Allied Van Lines, Inc.

Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.

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Carload Distribution

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Company owns fleet of motor trucks for city and suburban deliveries

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2,100,000 Square Feet

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11 modern buildings in leading business sections. Served by all R.R.'s. Loading and unloading under cover. Storage-in-transit privileges. Goods of all kinds, bonded and free.

One of THE CHAIN OF TIDEWATER TERMINALS and Allied Inland Warehouses

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MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

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22 Modern Warehouses

CENTRALLY LOCATED in all leading business sections . . . close to piers . . . direct connections with all R.R.'s . . . and our own fleet of 22 modern transports.

OVER 1,000,000 Sq. Ft. of storage space for merchandise of nearly every kind, bonded and free. Modern buildings with low insurance rates, and equipped for prompt and economical service.

SHIPPING to and from all eastern markets and world ports.

WRITE for particulars regarding many valuable services offered.

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13 large warehouses . . . modernly constructed . . . modernly equipped . . . staffed with an efficient personnel. Located in the important retail and wholesale districts of Philadelphia, the shipping center for the East's largest market. Adjacent to steamship piers where regular sailings are maintained for coastwise, intercoastal and world ports. Direct connections with the Pennsylvania Railroad and the Reading Company. Regular pool car service. Ample facilities for prompt, economical handling of merchandise of every kind.

Special accommodations for household goods shipments.

WRITE FOR PARTICULARS

TERMINAL WAREHOUSE COMPANY

Delaware Avenue and Fairmount
PHILADELPHIA

Members—A. W. A., N. F. W. A., Pa. F. W. A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986
625 Third Street, SAN FRANCISCO . . . Phone Sutter 3461
219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at Strategic Distribution Centers

more outside concerns to the storage and distribution of their product from the Center, and small manufacturers as well, to the "City Within a City," "Where Young Industries Get Their Start."

It is well argued by the management of P. & V.-Atlas Industrial Center that in its infancy, the only cares an industry need have, when housed in the Center, are those of manufacturing, as all of the storage and distribution worries are taken off the shoulders of the factory executives when placed in the care of the Center management.

Other cities have industrial centers, but in most cases they are enterprises that require the purchase of plots of ground, on which new buildings are erected at high cost, which cost must be passed on to the tenants of such centers, while at Milwaukee all of the land on which the buildings are located, as well as most of the buildings themselves, have been owned and paid for for many years. It just happened that the original plants were located on such excellent transportation sites, making it possible to receive and ship material and finished product by rail, steamship (through the Great Lakes) and by motor truck. If a more ideal location for such a center is available, it has not been found by the present writer.

Perky Brothers Opens at Peoria, Ill.

The Perky Brothers Transfer and Storage Co., Kansas City, Mo., has taken space in the Federal Warehouse building in Peoria, Ill., as part of an expansion program.

Jerome D. Ullman, secretary of the Federal Warehouse company, said that the Perky company has contracted for space in the Peoria warehouse and that a manager for the local branch of the company would be named soon.

Illinois incorporation papers of the firm name J. E. Perky of Kansas City as president and George Leinweber, Kansas City, as secretary. Capitalization is for \$50,000 and allows the company to acquire grounds for the erection of warehouses and to do a general warehouse business.

Garrett Transfer, Pocatello, Plans New Warehouse

The Garrett Transfer & Storage Co., Pocatello, Idaho, announces plans for construction of a reinforced concrete warehouse and motor freight terminal adjacent to present quarters on South First Ave., according to J. F. Bryson, secretary and treasurer of the company. Work on the new building was scheduled to begin about March 1.

The structure will cost about \$50,000, and will be 90 by 105 ft. in size, according to plans, having two floors above the basement providing for 28,000 sq.ft. of additional storage space. Features in the plans include an auto ramp from the street level to the first floor, freight elevators of improved modern design, and conveniently located conveyor chutes, as well as a private railroad siding to accommodate 3 railroad cars at a time.

In addition to the new warehouse, authorized expenditures for the current year will include remodeling and enlarging the Pocatello office, at a cost of about \$5,000, improvement of terminals at Idaho Falls to cost \$10,000, and additions to the rolling stock, orders for which have already been placed to the amount of \$100,000.

Mr. Bryson stated that "this program of expansion for the current year exemplifies our faith in the community and in the future stability of the motor carrier industry."

PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.

Merchandise Storage & Distribution

Members A. W. A.

PITTSBURGH, PA.

Established 1911

EXHIBITORS' SERVICE COMPANY

West Gen. Robinson & Scotland Street

Pool Car Distribution—Reconsigning, 24 Hour Service—
Trackage 40 Cars—Daily Service area—20,000 Sq. Miles—84
Company Owned Vehicles—Steel and Concrete Terminal
Cooling Room Space for Perishables.

PITTSBURGH, PA.

Ed Werner Transfer and Storage
1917-19 Brownsville Road Pittsburgh, Pa.

Household Goods Storage

Consign shipments via PRR—Lake Erie RR—B & O RR
Long Distance Moving

Agents for Allied Van Lines, Inc.
Member of N.F.W.A.

PITTSBURGH, PA.

Members: P.W.A.—Pittsburgh W.A.—P.M.T.A.

Thomas White

Owner and Manager

WHITE TERMINAL CO.

16th-17th and PIKE STS.

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OF THE
PITTSBURGH
JOBGING
DISTRICT



A large, modern, sprinklered warehouse with every facility for economical, efficient storage of merchandise and food products. A private siding on the Penn. R.R. Complete trucking facilities. Pool cars distributed. Consign your shipments to WHITE.

STORAGE-IN-TRANSIT PRIVILEGE

Also operators of **WHITE MOTOR EXPRESS CO.**

(Established 1918)

100% Mack Equipment

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE

221 Vine St.

HOUSEHOLD STORAGE MERCHANDISE STORAGE LOCAL AND LONG DISTANCE MOVING PRIVATE SIDING, D. L. & W. R. R. POOL CARS PACKING

SCRANTON, PA.

The Quackenbush Warehouse Co.

219 Vine Street

MERCHANDISE AND HOUSEHOLD GOODS
STORAGE POOL CAR DISTRIBUTION

D L & W and D & H Sidings
Member of Allied Distribution, Inc.



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H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

CORNER BEESON BLVD. & PENN ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED
LONG DISTANCE MOVING

Private Siding B. & O. R.R.

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General Storage and Distribution

Prompt and Efficient Service

Storage-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

WILLIAMSPORT, PA.

WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET
P. R. R. SIDING

MERCHANDISE STORAGE AND DISTRIBUTION
HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping
80-90 Dudley St.

Member National Furniture Warehousemen's Assn.
Agent for Allied Van Lines, Inc.



PROVIDENCE, R. I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car
Distribution. Lowest Insurance.

Trackage facilities 50 cars. Dockage facilities on
deep water.

Shipping directions South Providence, R. I.

CHARLESTON, S. C.

Charleston Warehouse and Forwarding Corp.

Merchandise Storage and
Distribution of Pool Cars

Modern Concrete Warehouse. 100,000 Square Feet of Storage Space.
Private Tracks Connecting with All Railroad and Steamship Lines.
Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

COLUMBIA, S. C.

Carolina
Bonded
Storage Co.



BONDED
COMPLETE STORAGE FACILITIES
for MERCHANDISE &
HOUSEHOLD GOODS.

Pool Cars Handled. Household Goods
Transferred. Long Distance Trucking.

Member of A.W.I.—May WA 700 Black College



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*"The Heart of the Piedmont"***TEXTILE WAREHOUSE CO.**

Est. 1923



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GENERAL MERCHANDISE—H.H.G. STORAGE

Pool Car Distribution—Motor Truck Service

Low Insurance Rate

Private Siding

KNOXVILLE, TENN.

FIREPROOF STORAGE & VAN COMPANY, Inc.

201-211 Randolph St., Knoxville, Tennessee

135,000 square feet on Southern Railway tracks.

Equipped with Automatic Sprinkler

Insurance at 12c. per \$100.00

per annum.

Pool Cars distributed.

Household goods shipments

solicited. Prompt remittances

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MEMBERS American Warehousemen's Ass'n

PROMPT AND EFFICIENT SERVICE

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General Whse. & Dist. Co.

435 So. Front St.

*"Good housekeeping, accurate records,
Personal Service"*
Located in the center of the Jobbing &
Wholesale District

Sprinklered

Private R. R. siding

Low Insurance

Perfect service

MEMPHIS, TENN.

Secy. and Treas. W. H. DEARING

John H. Poston Storage Warehouses

ESTABLISHED 1894

671 to 679 South Main St.

Insurance Rate \$1.25 per \$1,000 per Annum

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NEW YORK
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MEMPHIS, TENN.

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UNITED WAREHOUSE & TERMINAL CORP.Warehouse No. 1
137 E. Calhoun Ave.Warehouse No. 2
138-40 St. Paul Ave.

Memphis, Tennessee

Storage (Mdes.)—Pool Car Distribution—Local delivery service—Office Space.
In the heart of the wholesale district and convenient to Rail, Truck and express
terminals. Eight car railroad siding—(N.C.&ST.L. and L.&N.)—Reeprail switch-
ing. Represented by Distribution Service, Inc. Member of A.W.A. and M.W.A.

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124 FIRST AVE. N.

BOND, CHADWELL CO.MERCHANDISE
WAREHOUSE.
RAIL, TRUCK
AND RIVER
TERMINAL.

NASHVILLE, TENN.

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Central Van & Storage Co.

MERCANTILE AND HOUSEHOLD STORAGE

WAREHOUSE STOCK and POOL CAR DISTRIBUTION

Fire Proof Warehouse Space—Centrally Located

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The PRICE-BASS CO.

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MERCHANDISE STORAGE

Automatic Sprinklered—Spot Stock and
Pool Car Distribution—Private Siding

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J. A. KUB

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Distributors of Merchandise

BONDED WAREHOUSES

Amarillo and Lubbock, Texas

Contract operators for all rail lines and Uni-

versal Carloading and Distributing Company.

Member Mayflower W. A.—Amarillo Warehouse-

men's Association—American Chain of Warehouses

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TEXAS STORAGE COMPANY

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Merchandise and Household Goods

Warehouse, Concrete Construction

30,000 Sq. Ft. Distribution of Pool Cars

Transfer Household Goods

Agent for A.V.L. Member of N.F.W.A.—S.W.T.A.

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C. M. Crocker—Pres. J. W. Crocker—Vice-Pres.
May Crocker—Sec. & Treas.**CROCKER****TRANSFER AND STORAGE CO., Inc.**

Established 1912

Distribution Pool Cars or Boat Shipments

Merchandise & Household Goods

Automatic Sprinkler System

Storage—Drayage—Crating

Members—A.W.A.

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McCRAY TRANSFER & STORAGE CO.

1219-1223 GAVILAN STREET

MDSE. & HOUSEHOLD GOODS DISTRIBUTION

BONDED WAREHOUSE - - - 32,000 sq. ft.

Nation-Wide Movers Under Our Own Permits
We Practice Reciprocity**National Dairy Experiments
With Wool From Milk**

The National Dairy Products Corp., New York, announces that it is experimenting on the development of synthetic wool fiber from casein to be known as "Aratex" for use in the manufacture of felt and carpet. The corporation points out that the prospects are bright for an extensive field for this new product, since its manufacturing cost will be materially less than that of real wool.

The company has been manufacturing cellophane wrapping of casein on a considerable scale, at its plant near Chicago. Sales of the wrapping for Kraft cheeses have been arranged, and additions to the plant are being constructed.

The output of synthetic products from casein is limited. Only about 60,000,000 lbs. of casein are produced annually in the United States. Nearly all of this is used in paint, plastics, coating paper and other products. Any important new consumption that is developed would, it is stated, have a major effect on the price of casein.

About 3 lbs. of casein can be produced from 100 lbs. of skimmed milk.

**Rawlinson Heads Ontario
Movers Assn.**

At the annual meeting of the Ontario Movers Assn., recently held, M. A. Rawlinson, M. Rawlinson, Ltd., Toronto, was elected president. Other officers elected were C. F. Basil Tippet, Tippet-Richardson, Ltd., Toronto, vice-president; Arch. McDougall, McDougall the Mover, Hamilton, treasurer; Fred May, secretary.

Mass Distribution

(Continued from page 48)

branches materially, nearly all of this increase being at the expense of the wholesalers.

In the Petroleum and Coal Products industry group sales through manufacturers own wholesale branches, largely represented by the sale of petroleum products through refinery owned bulk tank stations, increased materially. There was a considerable lessening in the importance of manufacturer owned retail stores in this group also. Wholesalers held their own.

In the Rubber Products industry group direct sales to industrial users and to retailers declined with the difference being taken up by an increase in sales direct to the manufacturers' own retail stores.

In the Leather and Its Manufactures group we again find wholesale outlets declining in importance with an increase in direct sales to retail outlets and to industrial users.

The Stone, Clay, and Glass Products industry group is one of those where the wholesale outlets have suffered a considerable loss in importance, comparing their use in 1935 with 1929. The loss in sales to wholesalers is made up in this industry group by a large increase in the amount of sales passing through manufacturers' own wholesale branches and in direct sales to retailers.

In the Iron and Steel and Their Products industry the wholesalers again are shown as being of less and less importance, with a large increase in sales to manufacturers' own wholesale branches accounting for the decreasing importance of the traditional wholesale channel.

The Nonferrous Metals and Their Products group shows another interesting decline in the importance of wholesalers with the loss being almost entirely accounted for in the increase of direct sales by manufacturing plants to industrial users.

In the Machinery industry group the importance of the wholesalers again declined and the importance of manufacturers' own wholesale branches again increased.

In the field of Transportation Equipment it is interesting to note that wholesalers practically held their own as between 1935 and 1929. But in this field there was a slight increase in the use of manufacturers' own wholesale branches accounted for by corresponding loss in sales made direct to industrial users.

The only group of industries where we find wholesalers increasing in importance as primary channels of distribution is that known as Miscellaneous—a catch-all classification in which such individual industries are included as: Artificial Flowers, Beauty Shop Equipment, Brushes and Brooms, Cigars and Cigarettes, Fur Goods, Jewelry, Musical Instruments and others.

The discussion so far very graphically brings out the most important changes that have taken place in mass distribution in recent times. For the decline in the importance of the wholesaler and jobber and the increase in the importance of manufacturers' own wholesale branches and sales by manufacturers direct to retailers must be manifest.

This shift in the importance of certain primary channels of distribution goes back to something to which I drew your attention at Atlantic City in 1936. I pointed out to you that manufacturers were seriously concerned at that time, and had been for some time previously, over the fact that wholesalers were not carrying the stock that they had in the past. I think that the comparison of channels of distribution used in 1935 and those used in 1929 show one of the results of the hand-to-mouth wholesale buying policy. I also pointed out to you that wholesalers were not then doing the selling job that they had in the past, and this other reason for the declining importance of the wholesaler has its part in the comparison I have just made. We find man-

CORPUS CHRISTI, TEXAS

Specialists In

General Merchandise Storage— Forwarding—Pool Car Distribution

Public bonded warehouses in Corpus Christi on San. Pas. and Harlingen on Mc. Pas. RR's. Common carrier motor freight service for Houston, San Antonio, Austin, Hebbronville and Rio Grande Valley. Export handling. S.W.A. members.

ROBINSON WAREHOUSE & STORAGE COMPANY

General Offices: 1500 Tiger St., Corpus Christi

DALLAS, TEXAS

In Dallas It's Binyon-O'Keefe

With three warehouses having a total of 190,000 square feet of floor space; with our private side and free switching to Dallas' eleven Trunk Line Railroads—in Dallas, Binyon-O'Keefe is best prepared to serve you.



For 60
Years

BINYON-O'KEEFE
Fireproof Storage Co.

For 60
Years



Dallas

Associated with Distribution Service, Inc.

DALLAS, TEXAS

(Established 1875)

DALLAS TRANSFER AND TERMINAL WAREHOUSE CO.

Second Unit Santa Fe Building, Dallas, Texas

Modern Fireproof
Construction—
Office, Display,
Manufacturers,
and
Warehouse Space

Operators of Lone Star
Package Car Company
(Dallas Division). Daily
service via rail from St.
Louis and C.F.A. terri-
tory to all Texas points.
Semi-weekly service via Morgan Steamship Line
from New York and Seaboard territory to all Texas
points. H & N T Motor Freight Line, serving South, Central
North Texas and Oklahoma.

A. W. A., N. F. W. A., American Chain of Warehouses

MEMBERS: Southern Warehouse & Transfermen's Assn. Rotary Club



DALLAS, TEXAS

Interstate-Trinity Warehouse Company

a merger of
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AGE & TRANSFER COMPANY

and
DALLAS-TRINITY WAREHOUSE
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301 North Market Street,
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Merchandise Storage and Distribution
Household Goods Storage, Moving &
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Long Distance Hauling

Associate Managers

W. I. Ford R. E. Abernathy



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NEW YORK

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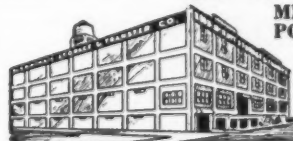
DALLAS, TEXAS

SPECIALIZING

MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION

SERVING THE GREAT
SOUTHWEST AREA

EVERY ACCOUNT IS
PERSONALLY SUPERVISED
BY THE MANAGEMENT



KOON-McNATT STORAGE & TRANSFER CO.

911 MARION ST.



CONTRACT OPERATORS
FOR ALL RAIL LINES AND
UNIVERSAL CARLOADING
& DISTRIBUTING COMPANY

Over 10,000,000 Pounds of Freight
Handled Monthly for Dallas
Shippers



For the convenience of shippers, this section is arranged geographically

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A Complete Merchandise Warehouse Service
COLD STORAGE—MERCHANDISE STORAGE
YARD STORAGE—RENTALS

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Houston Street at McKinney Avenue. 1917 North Houston Street.
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The business address of a number of the largest manufacturers in the world. A splendid modern plant. A strategic distribution center. A highly specialized organization placing at your command the finest SERVICE that skill and willingness can offer.

DALLAS, TEXAS

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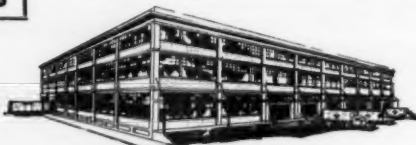
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DALLAS, TEXAS

Hawkins
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Pacific
Avenue



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OFFICE SPACE

Texas and Pacific Terminal Warehouse Co.

209 N. Hawkins

(See Companion Service Under Ft. Worth Listing)

EL PASO, TEXAS

"Bankers of Merchandise"
"Service With Security"

International Warehouse Co., Inc.

1601 Magoffin Ave. El Paso, Texas



Lowest Content Insurance Rate
Fireproof Storage of Household Goods, Autos
& Merchandise. State and Customs Bonded.
Private Trackage—T. & P. and So. Pac. Rys.
Pool Car Distribution—Motor Truck Service.
Incorporated in 1920
Members—NFWA—SWTA—Agent for Allied
Van Lines, Inc.

FORT WORTH, TEXAS

In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 350,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.



For 60
Years

BINYON-O'KEEFE
Fireproof Storage Co.
Fort Worth

For 60
Years



Associated with Distribution Service, Inc.

FORT WORTH, TEXAS

A Complete Merchandise Warehouse Service

MERCHANDISE STORAGE — COLD STORAGE — POOL
CAR DISTRIBUTION — FRISCO R.R. SIDING
MODERN — FIREPROOF WAREHOUSE

JOHNSON STORAGE & DISTRIBUTING CO., INC.

AND
JOHNSON MOTOR LINE

801 W. VICKERY BLVD. FT. WORTH, TEXAS

FORT WORTH, TEXAS

Storage, Cartage, Pool Car Distribution**O. K. Warehouse Company, Inc.**

255 W. 15th St. Fort Worth, Tex.

ufacturers tending to use their own wholesale branches to a greater extent in 1935 than in 1929. Through these branches they can operate and control their own selling activities. Also, direct sales to retailers by manufacturing plants is shown to have increased.

Now what does all this mean to warehousing? I can only see one result, and that is more business for the public warehousing industry of the country. If manufacturers are to improve distribution conditions they are going to have to assume many of the wholesale functions for which they are now paying through their wholesale discounts, but for which they are getting less in return than they have in the past. Within the past year, a number of national distributors have indicated to me that they definitely see a change in distribution with a more direct contact between the final consumer and the manufacturer. Just two examples will show what I mean. (1) A large stove company is at the present time formulating plans in a number of different cities throughout the country which will more or less supplant wholesaler set-ups. This is largely due to the fact that once their products are in the hands of wholesalers the manufacturer's entire sales and distribution set-up becomes very rigid and inflexible. (2) Since the first of the year a large manufacturer of electrical appliances has eliminated three hundred consigned stocks formerly held by wholesalers throughout the country and has gone into public warehouses with spot stocks at from thirty to forty major marketing centers from which they can ship overnight to any wholesaler in the United States. This change eliminates the tremendous inventory losses from the consigned stocks which, spread all over the country as they were, became more or less fixed and could not be reshipped with any convenience.

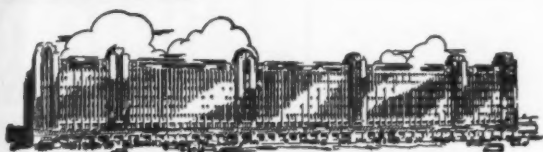
Fortunately the means for these and other manufacturers to handle their own warehousing is at hand. No additional investment is required by anyone. In the already existing public warehouses, strategically located throughout the country we have the flexible facilities for serving groups of manufacturers and their outlets in local trading areas without fixed investments on the part of the storers. If the manufacturers have to absorb more and more of the distribution functions it will become more and more important for them to improve the warehousing situation for themselves as well as for those wholesalers or other distributors who, through improved specialized selling efforts, are able to hold their place in an industry's distribution scheme.

But suppose manufacturers accept the situation and prepare to carry stocks closer and closer to points of effective consumption. Does this mean that wholesalers will be forced out of the picture entirely? My answer is no. As I see the future development of wholesaling the individual wholesale organizations, at least in most trades, will have to become more and more sales and credit organizations and less warehousing organizations. Wholesalers themselves have indicated this trend by passing the stock-carrying burden back to the manufacturer more and more. In most trades it will, however, be impossible to force the wholesaler entirely out of the picture, as most manufacturers will not find it advisable to set up the organizations, the inventories and the personnel to handle piecemeal fill-in shipments to retail stores. This will mean though that wholesalers will be able to do business in less space, they will not have the overhead of storage space—dead value most of the time—and they can operate with less expense. This may mean a readjustment of wholesale discounts in certain lines, because for these products today the wholesalers are being paid too much for what they do in distribution.

I am firmly convinced that the changes in mass distribution which have, and are taking place, will make the warehousing industry reach a stage where it will assume a position of even greater importance in the distribution phase of industry. It is the task of the

(Concluded on page 90)

FORT WORTH, TEXAS



The Southwest's Finest Warehouse
MERCHANDISE STORAGE
POOL CAR DISTRIBUTION, OFFICE DISPLAY
AND WAREHOUSE SPACE
Texas and Pacific
Terminal Warehouse Co.
(See Companion Service Under Dallas Listing)

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Jones Transfer & Storage Co., Inc.

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.
 Merchandise storage—pool car distribution, daily motor freight lines.
 Furniture vans—equipment for heavy hauling.
Service Covers the Lower Rio Grande Valley

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WAREHOUSES, INC.

Merchandise Storage — Pool Car Distribution
 Centrally Located — Lowest Insurance Rate
 Private Siding Southern Pacific Ry. Co.
 Goliad & Morin Sts. Houston

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CENTRAL FORWARDING INC.

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MERCHANDISE AND HOUSEHOLD GOODS
 STORAGE AND POOL CAR SERVICE
 OFFICE AND DISPLAY SPACE

O. J. UMBERFIELD,
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HOUSTON, TEXAS

Better Warehousing in HOUSTON

We operate a modern low insurance rate warehouse in the center of the wholesale, jobber, rail and truck terminal district. Most conveniently located for interior jobbers' trucks; well trained personnel; cooler space.

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 Commerce and San Jacinto Houston, Texas

Represented by
 NEW YORK ALLIED DISTRIBUTION INC. CHICAGO
 11 WEST 43RD ST. PHEN. 4-0946 1515 NEWBERRY AVE. MON. 5531

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company

General Storage Cold Storage U. S. Custom Bonded
 Pool Car Distribution
 Office Space Display Space Parking Space
 Lowest Insurance Rate

New York Representative
 Phone PLaza 3-1235

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 Phone Harrison 1496

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PATRICK TRANSFER & STORAGE CO.

Merchandise and Household Goods Storage
 Pool Car Distribution

Shipside and Uptown Warehouses

Operators—Houston Division

Lone Star Package Car Co.

1302 Nance St. Agents for Allied Van Lines, Inc.

Members N.F.W.A.
State and Local Assn.

HOUSTON, TEXAS

T. P. C. Storage & Transfer Company, Inc.

Commercial Storage

OFFICE SPACE PARKING SPACE
 MANUFACTURERS AGENTS
 POOL CAR DISTRIBUTION

HOUSTON, TEXAS

W. E. FAIN, Owner and Manager
 Established 1901

TEXAS WAREHOUSE COMPANY

Thirty-eight Years

Under Same Continuous Management

MERCHANDISE EXCLUSIVELY

Pool Car Distribution Sprinklered Throughout
 A.D.T. Supervised Service

HOUSTON, TEXAS

UNIVERSAL TERMINAL WAREHOUSE CO.

Merchandise Storage — Pool Car Distribution

— U. S. Customs Bonded —
 — Office Space —

New York Representatives:
 DISTRIBUTION SERVICE, INC.
 100 Broad Street

Chicago Representatives:
 DISTRIBUTION SERVICE, INC.
 219 E. North Water St.

Members A.W.A. and State and Local Associations.

HOUSTON, TEXAS



Wald Transfer & Storage Co., Inc.

BONDED FIREPROOF WAREHOUSES
 MERCHANDISE AND HOUSEHOLD GOODS STORAGE

POOL CAR DISTRIBUTION
 RECEIVERS' AND SHIPPERS' AGENTS
 EXPERIENCE—SERVICE—RESPONSIBILITY
 Member of May, W. A.—Houston T. & W. A. and
 Houston and Galveston Chambers of Commerce

HOUSTON, TEXAS

BENJ. S. HURWITZ, Pres.

WESTHEIMER

Transfer and Storage Co., Inc.

OVER 50 YEARS IN HOUSTON

Fireproof Warehouses

Merchandise & Household Goods Storage—Pool Car Distribution—
 Lift Van Service—28 car lengths of truckage.
 Agent for Allied Van Lines, Inc. Members N. F. W. A.
 State and Local Assn.

PORT ARTHUR, TEXAS

ENGLISH TRANSFER AND STORAGE COMPANY

MERCHANDISE HOUSEHOLD GOODS MOTOR FREIGHT

State

Bonded

J. H. ENGLISH,
 Owner-Manager

SORTING AND BOXING
 DISTRIBUTION OF POOL CARS
 TRANSFERS HOUSEHOLD GOODS

1000-1020 Fort Worth Ave.

SAN ANTONIO, TEXAS

CENTRAL WAREHOUSE & STORAGE CO.

331 Burnett Street

MERCHANDISE EXCLUSIVELY

Pool Car Distribution—Complete Service
 Distribution—Storage—Drayage
 Inquiries Solicited

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Complete Storage and Distribution Service
 over 50 years of satisfactory service

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Muegge-Jenull Warehouse Co.
BONDED FIREPROOF
POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE
Dependable Service Since 1913

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Agent for Allied Van Lines, Inc.

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COLD STORAGE CARTAGE
DISTRIBUTION
INSURANCE RATE 10c
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Warehousing in all its branches
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Fireproof Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribution.
 Office Facilities.
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Merchandise Storage and Distribution
 Over 1,000,000 cubic feet reinforced Concrete Sprinklered Space
Insurance Rate 14 Cents
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 Salt Lake City, Utah

Represented by
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72,000 Square feet space. Reinforced concrete and brick with office or desk space, also U. S. Customs bonded space. In center of jobbing district. Free switching. Private siding.

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WE SPECIALIZE IN MERCHANDISE STORAGE AND DISTRIBUTION
 AGENTS AERO MAYFLOWER TRANSIT COMPANY
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Mass Distribution

(Concluded from page 88)

industry to show manufacturers how, through the use of public merchandise warehouses, they may more nearly than by any other means, achieve the traffic man's and the sales manager's Utopia. This being:

1. To ship only in carload lots
2. To sell so as to obtain cash returns as quickly as possible
3. To ship goods as manufactured
4. To buy the fewest physical movements between points of production and points of effective consumption.

14-Cent Blackstrap Rate by Illinois Central

Still another frontal attack on water competition has been made by the Illinois Central Railroad through docketing with the Southern Freight Assn. of a proposal to establish a 14-cent per 100 lbs. rate on blackstrap molasses in tank cars shipped from New Orleans to Peoria and Pekin, Ill. The proposal would be applicable only on minimum shipments of forty carloads. Inasmuch as a tank car of blackstrap molasses usually averages 94,000 lbs., the forty-carload minimum requirement would involve single shipments of 1,880 tons in order to secure the proposed rate.

Around March 1 the Illinois Central submitted to the Southern Freight Assn. and the Illinois Freight Assn. a proposal to make rates 1 cent per 100 lbs. higher than those of the Federal Barge Lines on grains for export when shipped from St. Louis, Havana, Pekin and Peoria. These proposed rates were to be applicable against the minimum quantities required by the barge lines. The blackstrap proposal is expected to meet sharp opposition from consumers of this com-

modity whose requirements rarely exceed one or two carloads at a time.

The present carload rate from New Orleans, Gulfport and Mobile to Peoria and Pekin is 17½ cents. The opposition of consumers is claimed to be based on the ground that the forty-carload minimum requirement would restrict use of the proposed 14-cent rate to only one consumer.

Last July the I.C.C. granted 4th section authority to the various north and south carriers permitting maintenance of a 17½-cent rate on blackstrap molasses in tank car loads from the gulf ports, to Peoria and Pekin. The normal rate had been 30 cents but transit privileges accorded to certain solvents manufactured from the inbound product had the effect of reducing the rate to 17½ cents. The solvent producer is the owner of a towboat and eight tank barges and to obviate this water competition the I.C. put in its 17½-cent transit arrangements. The I.C.C. found that this rate as covered by a transit arrangement benefitted only a single consumer and constituted an unreasonable practice. The solvents company then worked out an arrangement with the Federal Barge Line that fixed a towing rate of 14 cents, using the solvent barges. In view of these factors the I.C.C. allowed a 4th section departure by the maintenance of a 17½-cent rate.

Rails Could Save \$500,000,000

The consolidation of America's railroads into either seven or nineteen big systems, as has been at times proposed, will wait until the public at large shakes off its apathy toward the railroad problem and actually demands it, asserted Shelby Cullom Davis, economist and treasurer of Delaware Fund, Inc., in a recent address on the "Financial Aspects of Railroad Consolidation," before the American Statistical Society.

Said the speaker: "Savings of close to \$500,000,000 annually might be effected if seven big trunk line systems were set up. But this would displace 200,000 workers and hence labor now opposes it. If pensions of \$1,000 annually were paid to displaced workers, as much as \$300,000,000 annually could be saved and this would be sufficient to put the railroads on their financial feet."

Raw Silk Traffic

Traffic managers of the transcontinental railroads, in a recent meeting held in Chicago, were informed by raw silk importers that their proposal to reduce the rate on this commodity, also when spun or thrown, on shipment from Pacific ports to Atlantic seaboard destinations, from the present basis of \$9.90 to \$6.60 per 100 lbs., and quantity, for passenger train service would not prove effective in recapturing the traffic.

The recent firming of raw silk prices and shortage of some grades in the New York market has increased rail movement from the West Coast to the eastern destinations but without the eastern railroads sharing in the expanded volume. The demand for prompt delivery of raw silk has prompted the eastern importers to utilize combinations of service and rates which exclude the eastern carriers. Silk has been forwarded to New York by rail to Gulf ports and thence by water carriers. Recently an important tonnage of raw silk was moved from the West Coast to Chicago at the passenger train rate of \$4.40, and thence forwarded to New York by consolidated carload service at a rate of \$1.62 per 100 lbs. or a combination of \$6.02, the carloading service making a New York delivery on the seventh morning out of the West Coast.

The availability of the rail-water combination through the Gulf and the railroad consolidated carload service through Chicago has made the existing \$9.90 passenger train rate from the Pacific Coast to New York wholly ineffective. The transcontinental carriers were informed that the proposed reduction from \$9.90 to \$6.60

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Norfolk's Finest Fireproof Furniture Warehouse
Motor Van & Lift Van Service
Collections — Distribution

Member—N. F. W. A.—ALLIED VAN LINES

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Established 1892

SOUTHGATE STORAGE COMPANY, Inc.



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A.W.A.
S.W.A.
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For economical storage and distribution you will want to know more about our individualized services. Our fireproof warehouses are in the Southgate Terminal, on the waterfront and in the center of Norfolk's wholesale district. Served by all rail, water and motor lines.

Write for Booklet—"7 POINT DISTRIBUTION"

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Three Fireproof Storage Warehouses—810,000 Cubic Feet Floor Space—Automatic Sprinkler System—Low Insurance Rates—Careful Attention to Storage—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car Distribution—Motor Van Service to All States—Freight Truck Line.

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PACKING FOR SHIPMENT

Local and Long Distance Movements
ESTABLISHED 1887

Agent for Allied Van Lines, Inc.

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160,000 Sq. Ft. Space

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ESTABLISHED 1908

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INSURANCE RATES 20c PER \$100 PER YEAR

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Accurate Accounting

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MERCHANDISE STORAGE & DISTRIBUTION

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Cold Storage—Dry Storage—Rentals—Pool Car Distribution—Office Rentals
Fireproof, brick const.; Sprinkler system; Insurance rate: 12.8¢. Siding connects with all rail lines.Bonded U. S. Customs; State License No. 2; State Liquor Control Board.
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Warehouse & Transfer Co., Inc.**Free switching service—Low insurance rates
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WINN & RUSSELL, INC.

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Insurance .1225 per \$100.00 a year

Trucking Service—Free Switching

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Merchandise Department

Largest Spot-Stocks in the
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Assembling and distribution of
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Agents for JUDSON

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Pacific Storage & Transfer Co.

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Drayage, Storage & Distribution

Forward your Stop in Transit and Pool Cars in
our Cars (Free Switching). Located in Center
of Wholesale District, 18th & Broadway.

Member A.W.A.—Wash. State Assn.

per 100 lbs. for through passenger train service would not command the tonnage because lower rates available over combination routings furnish economies outweighing whatever savings attach to 2 days faster arrival by all-rail passenger train handling.

In 1936, when all-rail rate of \$4.11 per 100 lbs. was available, over 60,000 bales of raw silk were shipped east of Chicago by passenger trains. In 1937, when at the insistence of the eastern carriers the through rail rate was increased to \$6.11, only 7,000 bales were handled. In 1938, when the eastern carriers declared that they would not concur in a through rate of less than \$9.90, less than 200 bales were transported.

Traffic Club Elections

At the annual meeting of the Galveston Traffic and Foreign Trade Club, J. B. Leyendecker, traffic manager, Texas Star Flour Mills, was elected president, succeeding Paul N. Haskell. Other officers elected were B. C. Doble, first vice-president; J. L. Somers, second vice-president, and G. Z. Koenig, reelected secretary and treasurer. Directors were A. W. Dunham, E. R. Anders, P. E. Chimene, Jr., H. S. Block.

The following officers have been elected by the Traffic Club of Denver: president, R. P. Newman, general agent New York Central lines; first vice-president, W. F. Kiesler, traffic manager Purina Mills; second vice-president, J. M. Bylsma, traffic manager Western Weighing & Inspection Bureau; secretary-treasurer, E. F. O'Shea, re-elected. Board of directors: J. E. Bolin, general agent Southern Pacific Co.; Frank Russell, traffic manager Denver Dry Goods Co.; H. Morrison, city freight agent Chicago, Rock Island & Pacific Ry. Co.; George Kief, chief rate clerk Santa Fe Ry.; R. E. Chalk, traffic manager Mine & Smelter Supply Co.

At the annual meeting of the Junior Traffic Club of Chicago, the following officers were elected: president, John Middleton, traffic manager Pioneer Paper Stock Co.; vice-president, L. B. Freeman, chief clerk Grand Trunk-Canadian National Ry.; secretary, Wm. Noorlag, Jr., assistant traffic director Chicago Assn. of Commerce; treasurer, Jack Zorn, clerk, Chicago & North Western Ry. Directors were Ray DeGroot, Luckenbach Lines; E. T. Hayes, Container Corp. of America; B. M. McNally, W. H. Barber Co.; J. E. Paulan, Acme Steel Co.; L. T. Swanson, Burlington R. R.

W. C. Douglas, assistant general traffic manager of the New York Central System, has been nominated for the presidency of the Traffic Club of Chicago. Others whose names have been placed before the Club by the nominating committee are: first vice-president, E. R. Gustafson, traffic manager Universal Atlas Cement Co.; second vice-president, W. Haywood, freight traffic manager, Illinois Central R. R.; third vice-president, A. H. Schwieter, assistant traffic director, Chicago Association of Commerce; secretary, D. W. C. Becker, director, traffic management department, La Salle Extension University; treasurer, R. J. Wallace, traffic manager, Jacques Mfg. Co.

Directors named to serve for 2 yrs. are as follows: J. H. Burke, general manager, Chicago Tunnel Transport Co.; R. W. Campbell, manager, traffic department, Butler Paper Corp., the retiring president; A. D. Davis, vice-president in charge of traffic, Keeshin Motor Express Co., Inc.; W. J. Williamson, general traffic manager, Sears, Roebuck & Co.

W. R. Cox, freight traffic manager of the Penna. R. R., and S. L. Felten, general traffic manager of Acme Steel Co., have been nominated for 1-yr. terms as directors.

Waterways and Terminals

(Concluded from page 16)

courses and with handicaps based on the maritime ratings of the boats. The date proposed is April 22. The challenge is also being sent to the mayors of river towns on the several rivers mentioned. It is hoped that prizes will be offered by both the New York and San Francisco World's Fairs. S. Schell, acting executive director of the Maritime Commission has been invited to act as handicapper.

Huge Tin Plate Order

RICHARD THOMAS & CO., Cardiff, Wales, has booked an order for five million boxes (250,000 tons) of tin plate for delivery to the Canadian plants of the American Can Co. The order calls for regular shipments over the next five yrs.

Mobile Gross Revenue \$1.32

THE Department of Docks and Terminals is the name of the successor to the Alabama State Docks Commission.

Gov. Frank E. Dixon of Alabama makes the statement that the Mobile foreign trade zone from its inception up to recent decision to secure cancellation of the foreign trade zone authorization had a gross revenue of \$1.32 as against expenses of \$59,632.

Ohio's Water Front

OHIO has a navigable water front of 666 miles. The course of the Ohio River along the southern border is 436 miles, while the lake shore of the state is 230 miles.

Remoulding of I.C.C. Involves Waterway Regulation

AREMOULDING of the Interstate Commerce Commission in personnel and practices, involving regulation of water carriers along the same lines as rail and motor transportation, has been proposed in Congress by Senator Clyde M. Reed, newly elected Republican from the State of Kansas.

Reed's bill (S. 1660) takes steps in the direction of ending government competition with carriers by providing that regulation imposed upon water carriers shall be no more stringent than that affecting government-owned shipping facilities.

As analyzed by American Trucking Associations, the proposed legislation shapes up as follows:

"The bill would retain the present 11-man I.C.C., but would divide it into three separate groups—a rate division of five members, a finance division of three members, and an administrative division of three members.

"Each of these divisions would be supreme in its own particular field, and wield the same power now held by the full Commission. Decisions of the divisions could not be appealed to the entire body, but the latter could review a division ruling, if such action was deemed advisable by the chairman of the administrative division, who also would serve as chairman of the Commission.

"Although the shake-up in the Commission would eliminate Division 5—the present motor carrier division—the administrative division would be authorized to establish a Motor Carrier Bureau, as well as a rail and water carrier bureau, the administrative functions of which would be determined by the administrative division.

"The I.C.C. would be authorized to prescribe minimum rates for any and all common or contract carriers by rail, highway, water, pipe line or air when, after a hearing, it found such rates were unreasonably low. In prescribing minimum rates, the Commission would be directed to consider, among other things, the economic advantages of the type of transportation under investigation so that such advantages may be preserved and developed to meet the needs of commerce, and the 'undesirability, in the public interest,' of permitting carriers to make rates equal to or less than the cost of performing the service, where the rates are competitive.

"The proposed Transportation Planning Board, to be composed of three members appointed by the I.C.C., would be charged with cooperating with the Commission in carrying out a general policy of strengthening the nation's transportation system by eliminating sources of waste and weakness and by utilizing each type of transportation in the most

BLUEFIELD, W. VA.

WM. E. DALE, Owner

TWIN CITY WAREHOUSE & COLD STORAGE COMPANY

Specializing in
Merchandise and Household Goods at Bluefield, Va.
Cold Storage at Bluefield, W. Va.
Private Siding on N&WRR. Free
Switching—Distribution of Pool Cars

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The W. J. Maier Storage Co.

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Storage & Forwarding Company

Warehousing & Distribution

One of the finest in the State
Licensed & Bonded

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Merchandise Distributors and Household Goods Forwarders.

Haulers of Cement and Contractors Equipment and Heavy Machinery to All Points.

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Waterfront Facilities; Private Siding CB&W.

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complete warehousing and distribution facilities build good-will for you, with prompt, courteous service that pleases your customers and saves money for you.

- Private siding on C.M. St. P. & P. R. R.
- Over-night motor freight service to key markets.



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Bonded. State of Wisconsin
Licensed and Bonded.

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Represented by DISTRIBUTION SERVICE, INC.

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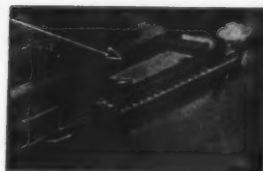
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18 Warehouses

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TRACK CAPACITY FOR 50 CARLOADS
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WAREHOUSE SERVICE | RAILROAD SIDINGS
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DESCRIPTION | FACILITIES
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OFFICES: 206 W. HIGHLAND AVE.
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Wisconsin's largest cold and general merchandise fireproof institution located in the metropolis of the rich Wisconsin consumer market and strategically situated for distribution to the north, east, south and west. Dockage for Great Lakes vessels, exclusive truck loading and unloading zone, directly on C., M., St. P. & Pac. Road with extensive private siding and connections with C. & N. W. Road, Soo line, Pere Marquette and Grand Trunk Ferries, we offer transportation facilities, adequate both for nation wide and Milwaukee metropolitan and Wisconsin receipts and deliveries.

**THE ONLY MILWAUKEE DOCK
WITH COLD AND GENERAL STORAGE**

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STRICTLY HOUSEHOLD GOODS STORAGE

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DISTRIBUTE POOL CARS

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Member, North American Van Lines, Inc.

economic way with a minimum of constructive competition, so that the carriers will better be able to meet present and prospective needs for growth and modernization and for the development of the best practicable service at the lowest reasonable cost.

"Besides giving the I.C.C. power to require coordination of the various agencies, the Reed measure also would give it real power to compel railroads to coordinate facilities such as terminals, yards and depots where such pooling would result in substantial operating economies.

"Water carriers engaged in interstate or foreign commerce upon inland, canal or coastwise waterways would be made subject to all provisions of Part I (the railroad section) of the Interstate Commerce Act. They would have to obtain operating authority from the Commission, based on public convenience and necessity. Existing carriers, however, would be protected by a 'grandfather' clause similar to that of the Federal Motor Carrier Act. Carriers able to prove continuous operation on Jan. 1, 1939, would be authorized to continue operations previously performed, without having to prove public convenience and necessity."

Government and privately-owned water carriers would be treated equally with respect to regulation, and the I. C. C. would be prohibited from establishing for government-owned lines "any different policy, or

rule of rate making, or any different method of determining costs of service, or value of property," than it would apply in the case of privately operated companies.

"If after an investigation, the I.C.C. found that any of the provisions of the Act were unduly burdensome upon any or all these water carriers, and, at the same time, were not required in the public interest, it could provide for exemptions."

Puerto Rican Service Abandonment Called Unlawful

The abandonment by steamship lines of service from Atlantic and Gulf ports to Puerto Rican outports was described as "unlawful" by Examiner John A. Russell of the U. S. Maritime Commission in a report in which he added that steamship companies had not justified rate increases which became effective Sept. 21.

Examiner Russell's report was described by E. H. Thornton, general manager, New Orleans Joint Traffic Bureau, as a "preliminary victory" for the port of New Orleans in its effort, in cooperation with shippers who had been using New Orleans as an outlet to Puerto Rican outports, to have the commission countermand the cancellation by lines out of the Gulf of joint through oceanfreight rates to Puerto Rican outposts while such rates remained in effect out of New York.

The rate increases, which in most instances did not exceed 15 per cent, in some cases amounted to as much as 60 per cent. The rates affected a large number of commodities, including flour, rice, machinery and firebrick.

Addition to Fjell Line Fleet

THE latest addition to the fleet of Fjell Line steamers which operate directly between Europe and the Great Lakes, the Harpefjell, recently passed her trials at Oslo, Norway, maintaining a speed of 13.04 knots. This vessel will join the Ornefjell, Ravnefjell and Taborfjell, built last year; the Tindefjell, Carmelfjell, Rutenfjell, and Svanefjell, built in 1937; and the Glitrefjell, commissioned in 1934, in maintaining the line's regular speedy freight service.

The entire fleet of two-deck vessels is in keeping with the most modern methods of construction, and are built as close to the dimensions of the smallest lock of the St. Lawrence canals as possible. All holds are fan-ventilated and have four large hatches, and the decks carry eight derricks and winches.

E. Lee Holden, Cleveland manager of Steamship Agencies, Inc., representative of the Fjell Line, announced the company's schedule from Detroit and Cleveland, as well as other lake ports, for the 1939 season of navigation will be fortnightly to and from London, Antwerp and Rotterdam, and every 3 weeks to Liverpool, Manchester, Oslo, and returning via Bergen and Stavanger.

New Oranje Line Vessels

COMPLETION of the new Oranje Line vessel Prins Willem II has just been announced at Rotterdam. The Prins Willem II is a sistership of the Prins Maurits, Prins Frederik Hendrik and Prins Willem van Oranje and has a tonnage of 1,304 gross registered tons, 728 net registered tons and a deadweight capacity of 2,500 metric tons, her cubic being 168,000 cu. ft. grain and 155,500 cu. ft. bale. The ship measures 258 ft. in length, has a breadth of 42 ft. and a depth of 16 ft. 9 in. The ship's trials took place in January with complete success, attaining a speed of 13½ knots.

Now under construction is the new motor vessel Prins Willem III, somewhat larger than her sisterships, which will make her the largest ocean steamer ever to come into the Great Lakes. The expected speed of the Prins Willem III will be between 14 and 15 knots.

Heavy Movement of Ore on Great Lakes Expected

A GOOD year for Great Lakes shipping appeared in prospect following reports that an ore movement of between 40,000,000 and 45,000,000 tons was probable during 1939.

The Columbia Steamship Co. announced it would start its entire fleet of thirteen ships. The Pittsburgh Steamship Co. is ready to start 64 of its 79 ships, a survey reported.

Opposition to Trade-In Ship Building Plan

Representatives of many coastwise steamship lines, at a recent meeting at the American Merchant Marine Institute, Inc., 11 Broadway, New York, were reported to have expressed keen disappointment at the United States Maritime Commission's recommendations to Congress for rehabilitating coastwise and intercoastal shipping by accepting old tonnage in part payment for new ships.

It is understood many of the operators held that the proposals for aiding the domestic lines did not go far enough in overcoming the handicaps of high shipbuilding cost in the United States, and that a more liberal policy must be adopted before they could begin replacing vessels.

In its report to Congress the commission flatly opposed any construction or operating subsidy for coastwise lines, but suggested that the law be amended so the Government could evaluate an old ship and hold in escrow an amount equal to such valuation. An operator, by depositing cash sufficient, with the trade-in allowance, to equal 25 per cent of the cost of the proposed replacement, could, under the amendment, borrow the remaining 75 per cent from the commission and build a new ship.

Several coastal operators stated that American companies engaged in foreign trade not only receive an operating subsidy but a shipbuilding subsidy as well. In the case of the United States liner America, now under construction at Newport News, the Government is paying one-third of the cost to help the company overcome the lower shipbuilding cost of foreign competitors.

At no time have operators in domestic trade been able to obtain direct subsidies from the Government, as it has been held that the operators receive indirect aid through the shipping laws which prohibit foreign vessels from engaging in coastal service.

It is understood that, if the Maritime Commission's proposals are introduced as bills, the coastwise operators will oppose them and urge a more liberal policy at hearings before the Senate Commerce Committee and the House Committee on Merchant Marine and Fisheries.

Trinity River Opening

THE Liberty, Texas, Chamber of Commerce are celebrating the opening of navigation from Houston Ship Channel completed to Liberty. This is the project that will eventually, when completed, connect Dallas and Fort Worth with the Gulf.

The canalized Trinity with common carrier barge and barge-rail routes would handle traffic moving coastwise, import and export, through Gulf coast ports.

Over 5,000 shippers in 106 towns in Texas, Oklahoma, and New Mexico which will be aided by Trinity River navigation, are being mailed traffic questionnaires by the War Department this month. The U. S. Army Engineers making the survey have offices in Dallas and Fort Worth.

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